



South Central College

# OTEC 2820 Business Communications

## Common Course Outline

### Course Information

<b>Description</b>	This course covers the principles of effective writing and requires students to plan, compose, and format a variety of business communications. Emphasis is on proofreading, editing, and revising communications not just to make them correct but also to make them better. Types of communications may include letters, memos, e-mail, announcements, instructions, form letters, and digital media. Specific letter or memo types may include request and response, claim and adjustment, persuasive, credit and collection, and goodwill communications. Students will learn about letter and envelope formats, international communication differences, and organizational approaches for writing correspondence. Students will learn about words to avoid, transitions, parallel structure, and the you attitude. (Prerequisite: OTEC 1820)
<b>Total Credits</b>	3
<b>Total Hours</b>	48

### Types of Instruction

Instruction Type	Credits/Hours
Lecture	3/48

### Pre/Corequisites

Prerequisite OTEC 1820

### Institutional Core Competencies

Communication - Students will be able to demonstrate appropriate and effective interactions with others to achieve their personal, academic, and professional objectives.

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

### Course Competencies

#### 1. Improve Communication Skills

##### Learning Objectives

Explain importance of communication skills in relation to career success

Assess listening skills  
Improve listening skills  
Improve nonverbal communication skills  
Identify how culture affects communication  
Explain workforce diversity

## **2. Plan Business Messages**

### **Learning Objectives**

Practice the basics of business writing  
Apply the writing process for business messages  
Analyze purpose and audience  
Anticipate audience  
Adapt writing to task and audience  
Describe the communication process

## **3. Organize and Compose Business Messages**

### **Learning Objectives**

Organize information into strategic relationships  
Compose the first draft of a message  
Use concise wording  
Use a variety of sentence types  
Avoid run-on sentences, sentence fragments, and comma splices  
Employ the active and passive voice strategically  
Build parallelism within sentences  
Prevent dangling and misplaced modifiers

## **4. Revise Business Messages**

### **Learning Objectives**

Implement revision process  
Use concise wording  
Proofread and edit written messages

## **5. Write Electronic Messages, Memos, and Digital Media**

### **Learning Objectives**

Apply 3x3 writing process to business messages  
Analyze structure and format of various business messages  
Write a variety of business messages including digital media

## **6. Write Direct Letters and Goodwill Messages**

### **Learning Objectives**

Analyze effective direct business letters  
Plan direct business messages  
Write direct business messages  
Proofread and edit business messages  
Format a business letter

## **7. Write Policy and Procedure Messages**

### **Learning Objectives**

Determine need for written instructions  
Explain guidelines for writing instructions  
Write an instructional message  
Proofread and edit an instructional message

## **8. Write Persuasive Messages**

### **Learning Objectives**

Recognize persuasive requests  
Analyze persuasive messages  
Plan persuasive messages  
Write persuasive messages

Proofread and edit persuasive messages

**9. Write Negative Messages**

**Learning Objectives**

Strategize bad news delivery  
Describe techniques for bad news delivery  
Analyze how to break bad news to customers and employees  
Plan negative messages  
Write negative messages  
Proofread and edit negative messages

**10. Write Informal Reports**

**Learning Objectives**

Describe report basics  
Develop informal report guidelines  
Plan an informal report  
Write an informal report  
Proofread and edit an informal report

**11. Develop Proficiency in Office Digital Technology**

**Learning Objectives**

Describe office digital technology  
Practice professional telephone skills  
Participate in a virtual meeting  
Describe professional etiquette techniques for business meetings

**12. Prepare for a Job Search**

**Learning Objectives**

Describe job search strategies  
Write a resume  
Write a cover letter