

CATALOG INFORMATION

BMG 52

Full Title: Written Communication in Organizations

Units 3.0

Catalog Description:

This course covers methods and strategies for presenting information and ideas clearly with accurate business/organizational format while encouraging goodwill in letters, emails, memos, proposals and reports. Also covers effective writing for the employment process.

COURSE CONTENT

Student Learning Outcomes:

Students will be able to:

1. Present written information and ideas clearly with accurate business/organizational format.
2. Utilize appropriate writing patterns, methods, and strategies for best effect in written documents.
3. Proofread and edit complex documents.
4. Organize and format a personalized persuasive, functional, chronological or combination resume.

Objectives:

Upon completion of this course, the student will be able to:

1. Describe the communication process: the sender, message, channel, receiver, and feedback.
2. Distinguish between internal correspondence through memos and e-mails and external correspondence through letters and proposals for written communication generated within an organizational setting.
3. Compare the direct pattern for conveying positive messages and the indirect pattern for conveying negative messages.
4. Examine a comprehensive outline and organize data into main topics and sub points.
5. Gather and arrange data as needed into alphanumeric or decimal outline format or cluster diagram.
6. Identify and compare established formulas for writing specific types of correspondence such as documents requesting information, complying with requests, making claims or complaints, granting claims, and making claim adjustments.
7. Draft and revise documents using strategies presented.
8. Incorporate revision techniques that make a document clear, direct, conversational, and concise.
9. Examine the primary formats for documenting data sources.
10. Compare and contrast chronological, functional, and combination resumes.
11. Select an appropriate resume format for personal use.
12. Write letters, e-mails, memos, proposals, resumes, reports and other business correspondence using established or commonly accepted writing patterns and formats.

Topics and Scope:

1. The Communication Process
2. Written Channels of Communication
3. Internal and External Correspondence
 - a. Memos/e-mails
 - b. Proposals/reports
 - c. Letters
4. Reference materials for correct language and grammar usage
 - a. Relevant text resources
 - b. Business/office handbooks
 - c. Dictionaries
5. Formal and Informal Methods of Researching Data
6. Data Source and Reference Documentation
7. Organization through Alphanumeric or Decimal Outlines
8. Established Strategies for Specific Types of Written Communication
9. Standardized Letter and Memo Format
10. Direct Writing Pattern for Positive Messages
11. Indirect Writing Pattern for Negative Messages
12. Chronological, Functional, and Combination resumes
13. Informational and Analytical Reports, Investigative and Compliance, Reports, Justification and Recommendation Reports
14. Drafting and Revision Strategies
15. Approaches for Proofreading Routine and Complex Documents