COURSE INFORMATION FORM

DISCIPLINE: Business Administration

COURSE TITLE: Business English

CR.HR: 3  LECT HR: 3  LAB HR: 0  CLIN/INTERN HR: 0  CLOCK HR: 0

CATALOG DESCRIPTION

Apply concepts of Standard English composition and critical thinking skills to business writing including workplace applications via the Internet. Review of fundamentals of grammar, sentence structure, punctuation, and capitalization.

PREREQUISITES

None

EXPECTED STUDENT OUTCOMES IN THE COURSE

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

1. Access business-related website links for online exercises.
2. Apply critical thinking skills, coupled with the rules of grammar, that relate to various business-oriented documents.
3. Apply the fundamental rules of grammar to business writing.
4. Apply the rules of spelling to business writing.
5. Identify the eight parts of speech and use them correctly in business writing.
6. Analyze the construction of simple, compound, complex, and compound-complex sentences and the use of each in business documents.
7. Recognize and use punctuation marks according to conventional rules when writing business correspondence.
8. Apply the rules of word division.
9. Apply conventional rules of number usage when writing business documents.
10. Recognize and correct common sentence errors such as fragments, run-on sentences, comma splices, dangling modifiers, pronoun-antecedent agreement, and parallelism.
11. Demonstrate the understanding and use of common business vocabulary.
12. Correctly define and use frequently confused words.
13. Distinguish between phrases and dependent and independent clauses in writing, and use them correctly.
14. Proofread existing materials for grammatical, punctuation, spelling, or capitalization errors, using standard proofreading symbols.
CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

1. Multiple choice, true/false tests (1- 5, 7- 11)
2. End-of-Chapter Assessments (1- 12)
3. Printed website links and online exercises. (13)
4. Critical thinking exercises from online assignments. (4)

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Grammar review

II. Proofreading skills (embedded)

III. Short writing exercises (embedded)

IV. Business vocabulary

V. Website links and online exercises
   A. Telecommunications
   B. Customer Service
   C. The Internet
   D. The World Wide Web
   E. Time Management
   F. Electronic Mail
   G. Cultural Diversity
   H. Problem Solving and Decision Making
   I. Computer Software
   J. Teamwork
   K. Ergonomics
   L. Ethics and Etiquette
   M. Stress and Coping Strategies
   N. Job Search and Career Development
   O. Business Communication