

COURSE NAME and ID Number

Business Writing, ID# 553

DOMAIN

SOEE Leadership

COMPETENCY STATEMENT

Business writing is any written communication used in a professional setting, which can be applied to emails, memos, executive summaries, reports, and letters. This course will introduce you to a business writing model that can help make your writing clear, concise, and precise.

COMPETENCY DESCRIPTION

Business writing provides readers with clear and concise information that the reader can swiftly digest to determine what they need to know or what they need to do. Creating documents such as emails, executive memos, and letters should utilize the Consider-Draft-Reconsider guidelines to ensure you are sending the right message.

COMPETENCY OBJECTIVES

Upon successful mastery of this course, you will be able to:

1. Identify the basic mechanics of writing and grammar
2. Analyze communication situations and audiences to develop effective written communication
3. Identify key principles of business writing
4. Examine strategies for clear and error-free writing

DEMONSTRATING MASTERY: A TWO-STEP PROCESS**Step One: Learning and Understanding**

This course is broken down into **Learning Objectives** and related **Topics**. For each objective, you will participate in Learning Activities designed to enhance and reinforce understanding. **Learning Activities** include readings, video and audio clips, Discussion Board prompts, Learning Journal prompts, practice exercises, demonstrations, as well as links to web and library resources.

As you progress through the course you will come across **Interactive Discussions**. In these activities, the tutorial faculty member will ask you to respond to a question or series of questions that promote a deeper understanding of the topics covered in the Learning Objective. In addition, the question(s) will ask you to apply lessons learned from specific course content. The faculty-student interaction for each Interactive must

be academic in nature.

For this course, you must substantively participate and interact with tutorial faculty at least **two times through Interactive Discussions**. For a definition of substantive participation, please see the rubric located in the Interactive Discussion. As you read through the content in the course, you can identify these Interactive Discussions by the title of the Learning Activity, which is denoted as "Interactive."

The tutorial faculty will respond to your Interactive posts within 24 - 72 hours depending upon the tutorial faculty's published schedule of office hours, vacation days and holidays. In the response to your initial and subsequent posts to an Interactive Discussion, you may be asked to respond to additional questions. Specifically, the tutorial faculty will review your responses to confirm that you have substantively participated for each of the designated Interactive.

Course Structure

The table below details the Learning Objectives along with their corresponding Topics and Interactive Discussion, which are supported by Learning Activities and quizzes.

Objectives	Topics
Identify the basic mechanics of writing and grammar	Topic: Business Writing Overview <i>Interactive Discussion:</i> Writing Sample
Analyze communication situations and audiences to develop effective written communication	Topic 1: Consider Your Reader Topic 2: Consider Your Tone Topic 3: Consider Your Message Topic 4: Consider Your Frame of Mind
Identify key principles of business writing	Topic 1: Six Elements of Composing a Professional Email
Examine strategies for clear and error-free writing	Topic 1: Word Structure Topic 2: Sentence Structure Topic 3: Paragraph Structure Topic 4: Grammatical Errors <i>Interactive Discussion:</i> Proficient Writing Practice Topic 5: Reference Guide

Step Two: Final Assessment

Once you have successfully progressed through the Learning Activities, you are ready to demonstrate that you have mastered the course. In order to demonstrate mastery, you must be evaluated as proficient or exemplary on each rubric category for the corresponding project-based assessment. Please note that submissions may be checked for plagiarism.

STUDENT RESOURCES

Brandman Online Library Resources

Brandman University provides comprehensive online library services including access to books, journals, databases, and other resources. Librarians are available via email and phone to provide support. Students can access the library directly when logged into their competencies.

Writing and Math Help

Brandman's Online Writing and Math Community (OWMC) offers subject-specific tutoring services, live workshops, video tutorials, tutorial office hours, and links to top academic sites in order to ensure student success. Students can access the OWMC directly when logged into their competencies.

Netiquette

Communicating in an efficient and respectful manner is critical to the learning process. Please view and adhere to any netiquette guidelines outlined within the competency and the Resource Center within MyToolkit.

Standards of Academic Integrity

Academic integrity is a core Brandman University value which ensures respect for the academic reputation of the University, its students, faculty and staff, and the degrees it confers. Students are required to read, understand, and apply the standards set forth concerning academic integrity found in the Final Assessment page of the competency and the Resource Center within MyToolkit.

Americans with Disabilities Act Statement

Brandman University is committed to ensuring equal educational access and opportunity for all members of our academic community. Students will be provided timely, efficient, and equitable accommodations and services that are in compliance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990 (ADA)/Americans with Disabilities Act Amendments Act of 2008 (ADAA). More details are available in the current Brandman University Academic Catalog found in the Resource Center within MyToolkit.