WR 214 Business Communications  Outcomes

This is a hands-on, skills oriented course. Upon completion of this course, students should be able to:

1. Distinguish between effective oral and written communication processes—including encoding, sending and receiving—and various forms of miscommunication.
2. Develop goal-oriented planning skills that focus on the purpose of communication.
3. Develop and adapt vocabulary and syntax appropriate to communicating in business to a broad range of literacy levels among readers.
4. Demonstrate a contemporary business writing style in both content and usage. That proficiency includes the elimination of "rubber stamp wording;" antiquated expressions such as "with respect to," "enclosed herewith," warrants further investigation;" and "bizbuzz."
5. Demonstrate rhetorical awareness and proficiency in the genres of business communication, including routine messages, negative messages, persuasive and sales messages, collection letters and goodwill messages.
6. Integrate document design and computer formatting strategies (such as headings, white space, vertical listings, enumeration or bulleted, font changes, and parallel structures) to improve accessibility of information.
7. Implement a search strategy that proposes a manageable research topic relying on the specialized knowledge of business; that employs not only library resources, but also trade magazines, industrial data sources, the Internet, and/or student-directed empirical research (surveys, interviews or questionnaires); and that results in a product for practical application in a specific business.
8. Develop a careful system of note-taking, drafting and incorporating research data into a coherent report that avoids plagiarism and fairly represents sources by paraphrasing, quoting and summarizing with appropriate documentation from the business discipline.
9. Demonstrate proficiency at critically reading, analyzing and evaluating both primary and secondary sources in order to interpret and responsibly manage facts, statistics, inferences, expert opinions, lay opinions, value judgments, empirical data, and visual representations in a formal business report.
10. Demonstrate interpersonal skills to function successfully in the group writing process, including group interaction and leadership, scheduling and prioritizing group resources.
11. Revise and edit all documents to meet business writing standards within strict time limits for the world