

**Common Course Outline**  
**MNGT/ENGL 239**  
**Business Communications**  
**3 Credits**

**The Community College of Baltimore County**

**Description**

**MNGT/ENGL 239 – 3 credits – Business Communications** covers three aspects of effective business communications: the written, the oral, and the visual. Students analyze business situations which require an array of responses; they identify the purpose and audience of each response; and then they design, draft, revise, and deliver this response to its audience.

**3 Credits**

**Prerequisite:** Successful completion of ENGL 101 with a “C” or better.

**Overall Course Objectives**

Upon successful completion of this course students will be able to:

1. apply a generative and recursive writing process (including invention, planning, drafting, revising, editing, and proofreading) to writing business letters and reports;
2. analyze common business problems and develop creative solutions to these problems;
3. identify the purpose of each letter, report or speech according to its need to inform or to argue;
4. analyze the purpose of each written document or speech to determine the appropriate format and graphics;
5. analyze the readers or audience to determine appropriate language, organization, level of detail, graphics, and style;
6. discuss cross-cultural communication differences in global businesses;
7. write whole letters and reports and deliver speeches with clear statements of purpose and scope using coherent and unified paragraphs for all written documents;
8. use a variety of rhetorical strategies to explain solutions to complex business problems or to argue for one solution over another for written and oral communication;
9. conduct research for reports, using print and electronic resources;
10. include direct quotations and paraphrases in reports;
11. provide documentation for all sources using manuals of style commonly found in business;
12. edit and revise letters and reports to conform to grammar and punctuation rules of standard written English; and
13. collaborate with peers to brainstorm, plan, edit, and revise letters and reports.

## **Major Topics**

- I. Building blocks of effective messages
  - A. Adapting to the audience
  - B. Communicating across cultures
- II. The composing process
  - A. Brainstorming
  - B. Planning
  - C. Gathering
  - D. Organizing
  - E. Writing
  - F. Evaluating
  - G. Revising
  - H. Editing
  - I. Proofreading
- III. General business correspondence
  - A. Informative messages
  - B. Positive messages
  - C. Negative messages
  - D. Persuasive messages
  - E. Complaint adjustments
- IV. Formal and informal reports
  - A. Informational
  - B. Instructions
  - C. Proposals
  - D. Recommendations
- V. Resume and letter of application
- VI. Oral presentations
- VII. Collaboration
- VIII. Rules of standard, written, American English
  - A. Unity
  - B. Accuracy
  - C. Completeness
  - D. Grammatical construction (grammar, punctuation, and mechanics)
- IX. Documenting sources using manuals of style commonly found in business

## **Course Requirements**

Grading procedures will be determined by the individual faculty member but will include the following:

**Exams:** At least two (2) in-class proctored module tests for traditional/face-to-face classes or at least two (2) proctored module tests for online/hybrid classes.

**Written Assignments:** Students are required to utilize appropriate academic resources. The individual faculty member will determine specific writing assignments but must include at least the following written assignments:

- Business correspondence ( a minimum of 2)
- Short Informal Reports (a minimum of 2)

- A formal report including appropriate visuals and/or graphics
- Letter of application and resume
- Problem scenarios (a minimum of 2)

**Oral Presentations:**

- Impromptu speech
- Group and/or individual presentation using visuals

**Other Course Information:**

This course is a program requirement for Business Administration and Business Management. It is an elective in other disciplines. It is offered in both the traditional class setting and online.

MNGT 239 is the same as ENGL 239; credit can be earned only once.