

Office of Academic Affairs
Tarleton State University
Date Prepared: 12/1/08
Dates Revised:

Master Course Syllabus Outline

Department: Management, Marketing, and Administrative Systems
Course Prefix/Number: GB 312
Course Title: Business Correspondence WI
Master Syllabus Approved by Department on: 12/1/08

- I. Catalog Description: A practical study of the construction, form, and uses of the different types of business letters and reports used in business and industry. Development of strong communication skills critical to job placement, performance, career advancement, and organizational success.
- II. Prerequisites: Junior classification.
- III. Expanded Course Description: The purpose of this course is to develop communication skills needed by those preparing to enter the business world as well as those who are already part of that world. This course will introduce students to the use of accepted forms of contemporary business communication. The cultural knowledge and business etiquette needed for communication to be effective in the business environment will be incorporated. This course will focus on continuous improvement in written and spoken communication. The instructor will provide ongoing feedback of the individuals written, verbal, and nonverbal skills. Students must pass the writing component of a WI course in order to pass the course.
- IV. Intended Student Outcomes:
 - Use verbal, non-verbal, and written communication skills effectively in the business context.
 - Build communication foundations by understanding the importance of communication skills in the business world.
 - Develop speaking and listening skills.
 - Understand the writing process with regard to creating business messages.
 - Improve writing techniques specific to business communication.
 - Revise and proofread business messages and understand the process and importance of revision and proofreading.
 - Correspond professionally with e-mail, memorandums, direct letters, goodwill messages, persuasive messages, and negative messages.
 - Follow guidelines for developing data in informal/formal reports and proposals.
 - Understand employment strategies and how to prepare to enter the job

market.

At the conclusion of the course the student will:

- demonstrate improvement in becoming an effective and professional communicator.
- understand how culture affects communication and describe methods for improving cross cultural communication.
- understand that business communication is audience oriented, purposeful, and economic.
- understand written business communication and produce professional documents including emails, memorandums, routine letters, reports, and resumes.
- understand the effective use of verbal and non-verbal communication in the business environment.

I. Unless otherwise stipulated in this master syllabus by the department, the following items are subject to faculty discretion as described in each faculty member's individual course outline/syllabus:

- a) Course Requirements
- b) Required Text(s)
- c) Bibliography

II. Academic Honesty: Cheating, plagiarism (submitting another person's materials or ideas as one's own), or doing work for another person who will receive academic credit are all-impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, or term papers, or the presentation of unacknowledged material as if it were the student's own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

III. Students With Disabilities Policy: It is the policy of Tarleton State University to comply with the Americans with Disabilities Act (ADA) and other federal, state, and local laws relative to the provision of disability services. Students with disabilities attending Tarleton State University may contact the Office of Disability Services at (254) 968-9478 to request appropriate accommodation. Furthermore, formal accommodation requests cannot be made until the student has been officially admitted to Tarleton State University.

Department Head Signature/Date:

Signature

/ /
Date