

SAN DIEGO COMMUNITY COLLEGE DISTRICT
CONTINUING EDUCATION
COURSE OUTLINE

SECTION I

SUBJECT AREA AND COURSE NUMBER

OFSY 506

COURSE TITLE

BUSINESS COMMUNICATIONS 2

TYPE COURSE

NON-FEE

VOCATIONAL

CATALOG COURSE DESCRIPTION

This course is a review of the principles and techniques of business writing. Principles include vocabulary, language structure, and mechanics of style. Practice in writing various types of business letters, resumes, memos and informal business reports is emphasized. Emphasis is placed on the ability to proofread and edit work using proofreading symbols. (FT)

LECTURE/LABORATORY HOURS

54

ADVISORIES

Completion of OFSY 505, Business Communications 1 or equivalent.

RECOMMENDED SKILL LEVEL

NONE

INSTITUTIONAL STUDENT LEARNING OUTCOMES

1. Social Responsibility
SDCE students demonstrate interpersonal skills by leaning and working cooperatively in a diverse environment.
2. Effective Communication
SDCE students demonstrate effective communication skills.

INSTITUTIONAL STUDENT LEARNING OUTCOMES (CONTINUED)

3. Critical Thinking

SDCE students critically process information, make decisions, and solve problems independently or cooperatively.

4. Personal and Professional Development

SDCE students pursue short term and life-long learning goals, mastering necessary skills and using resource management and self advocacy skills to cope with changing situations in their lives.

COURSE GOALS

Acquire the basic technical knowledge and skills necessary to successfully produce various types of business communications.

COURSE OBJECTIVES

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

1. Write grammatically correct sentences.
2. Demonstrate the ability to proofread.
3. Organize and write messages for greatest clarity.
4. Demonstrate by editing and writing, the principles of the "Seven C's".
5. Demonstrate in writing, a style which will get messages across most directly and effectively.
6. Demonstrate an understanding in writing, the "You" attitude and the positive approach.
7. Produce various types of business letters and memos in language and style appropriate to the specific situation.
8. Create an effective resume and cover letter.
9. Prepare a business report based on data supplied or research.

SECTION II

COURSE CONTENT AND SCOPE

1. Writing Skills
 - 1.1. Organization of ideas
 - 1.2. Usage of words, sentences, paragraphs
 - 1.3. Proofreading
 - 1.4. Editing with the "Seven C's"
2. Writing a Memo
3. Writing an Effective Business Letter
4. Write an Effective Business Report Based on Data Supplied or From Your Own Research
5. Preparing a Resume and Cover Letter

APPROPRIATE READINGS

Grammar and Writing for Job And Personal Use, by Joyce Hing-McGowen, Southwestern Publishers, latest edition

Punctuation: A Simplified Approach, by Perkins, Southwestern Publishers, latest edition

Letters Plus: Communicating on the Job, by Caroline Reynolds, Glencoe Publishers, latest edition

Business Spelling and Word Power, R. McCauley and K. Slocum, Glencoe Publishers, latest edition

Business College Communication, Mary Anderson Bogle, H.M. Rowe Publishers, latest edition

Basic Letter and Memo Writing, VanHuss, Southwestern Publishers, latest edition

WRITING ASSIGNMENTS

Business reports, resumes, cover letters, memorandums and business letters.

OUTSIDE ASSIGNMENTS

Students are expected to spend a minimum of 2 hours per day outside of class in practice and preparation for each day in class. Appropriate assignments may include, but not be limited to:

1. Readings related to business letter writing.
2. Research and data organizing for business reports.
3. Writing assignments such as memos and business letters.
4. Preparing a personal resume and cover letter.

APPROPRIATE ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING

Students will perform analysis and evaluation of reading and/or classroom materials and utilize this analysis in classroom discussions, writing assignments, and in performing laboratory activities. Students must select and use appropriate methods and materials needed to complete laboratory assignments.

EVALUATION

Evaluation will be based on performance in a variety of activities and assignments, such as in-class projects and writing assignments, quizzes, objective and essay examinations, and class participation.

Upon successful completion of each individual course a Certificate of Course Completion will be issued. Upon successful completion of all courses included in the program a Certificate of Program Completion will be issued.

METHOD OF INSTRUCTION

Methods of instruction may include, but are not limited to, lecture/discussion, computer assisted instruction, lab, auto-visual aids, field trips and any other unique instructional strategies as determined by each instructor.

TEXTS AND SUPPLIES

Business Communications at Work, Bakos, Prentice Hall Publishing, latest edition
Business English and Communication, Clark, Zimmer, and Tinervia, Glencoe Publishing, latest edition
Making English Work for You, Dorothy Hammond, Southwestern Publishers, latest edition

PREPARED BY Office Systems Professors DATE April 21, 1987
REVISED BY Stephanie Jaret DATE January 22, 1991
REVISED BY Office Systems Professors DATE Nov. 22, 1995
REVISED BY Carol Everette DATE January 24, 1996
REVISED BY Sharian Lott DATE Feb 22, 2007
REVISED BY Instructional Services/SLO's Added DATE January 30, 2013

Instructors must meet all requirements stated in Policy 3100 (Student Rights, Responsibilities and Administrative Due Process), and the Attendance Policy set forth in the Continuing Education Catalog.

REFERENCES:

San Diego Community College District Policy 3100
California Community Colleges, Title 5, Section 55002
Continuing Education Catalog