

SAUK VALLEY COMMUNITY COLLEGE

COURSE OUTLINE

ENG 111 - Business and Technical Communication

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Revised by Jane E. Hamilton

Revised 1/9/06

- I. Complete Catalog Description of Course
 - A. Provides information on principles of written and oral communication specifically applied to business and technical fields. Assignments are designed to develop skill and practice in the use of these principles and include the writing of memoranda, business letters, instructions, informal reports and formal reports. Students are encouraged to tailor assignments to the specific careers they are pursuing. (Not applicable for humanities requirement.)
 - B. Number of hours per week: 3 lecture for 3 credits
 - C. Prerequisite: ENG 101 with a grade of "C" or higher. Because of emphasis on graphics and computer formatting, students are advised to complete CIS 109 or IND 105 or to have equivalent word processing skills.
- II. Topical Outline and Course Objectives (OBE Outcomes)
 - A. Workplace Writing Process

Outcome A1: Students will use a variety of prewriting strategies to identify primary and secondary readers for given projects; identify the active purpose of the writing; and organize and map the ideas and the support to meet the needs of the reader(s).

Assessment: For at least one assigned business letter or memo, for at least one short report, and for the book format report, students will submit prewriting that applies understanding of the reader and purpose in planning the content and organization of the document.

Outcome A2: Students will draft a variety of written documents typical of workplace settings. At a minimum, these should include an e-mail; an informal internal memo; a formal business letter; a proposal; instructions; and a book format report, which includes an executive summary and visual aids. Other projects (e.g. resume or pamphlets) may be assigned at the discretion of the instructor.

Assessment: For each document submitted, students will demonstrate the elements of format, language, and correctness required of the type of writing indicated.

Outcome A3: Students will revise written drafts to achieve the style, language and detail appropriate to a given purpose and reader.

Assessment: On an instructor-selected instrument or assignment, students will demonstrate the ability to revise word choice, sentence structure, and level of detail provided to meet the needs of a given purpose and reader.

Outcome A4: Students will proofread written drafts to achieve the level of correctness and effectiveness necessary in the business community.

Assessment: On an instructor-selected instrument or assignment, students will demonstrate the ability to find and correct errors that might interfere with a reader's acceptance of a document.

B. Visual Elements

Outcome B1: Students will identify and apply visual transitions common in technical and workplace writing.

Assessment: On an instructor-selected instrument, students will identify various visual transitions (white space, bullets, headings, etc.) and explain how they reveal organization or help the reader find information.

Assessment: On an instructor-selected assignment, students will apply various visual transitions so that they effectively reveal organization and/or help the reader find information.

Outcome B2: Students will identify and apply graphics common in technical and workplace writing.

Assessment: On an instructor-selected instrument, students will identify various types of graphics (diagrams, charts, illustrations, etc.) and interpret their meaning.

Assessment: In the book format report, students will include at least two appropriate graphics¹, demonstrating appropriate labeling and connection to the text.

C. Formal report

Outcome C1: Students will select or design a situation, purpose, and audience appropriate for a book format, formal report. Appropriate topics include actual workplace projects for those interning or employed; case studies developed in conjunction with concurrent enrollment in an upper level course in the student's major; or case studies developed in conjunction with the student's major or outside interests (for example, a proposal for a small business).

Assessment: Students will submit a written proposal for the formal report that

¹ Students are not required at this time to construct their own graphics nor are they required to have experience with graphic software, but they should meet workplace expectations for the quality of the presentation in the final draft.

proposes the project in such a way that their plan for the project appears feasible.

Outcome C2: For the formal report, students will correctly choose the genre appropriate in the identified context; collect and document data needed; incorporate at least two appropriate graphics; include appropriate supplemental sections as required by the instructor (including executive summary, table of contents, bibliography, etc.).

Assessment: Students will research, design, write and produce a multi-sectioned formal report that meets the needs of a selected purpose for its identified readers.

D. Oral presentations

Outcome D1: Students will make oral presentations like those common in the workplace in a variety of contexts (may include instructions, introductions, impromptu informational reports, formal presentations, one-on-one reviews).

Assessment: In instructor-selected contexts, students will present information orally in ways that are poised and appropriate to the audience and purpose.

Outcome D2: Students will adapt information from a written document into an oral presentation appropriate to a stated audience, including appropriate graphics.

Assessment: Students will present formal oral reports based on the completed formal book format reports, appropriately adapted from its written form for the same audience and incorporating graphics effectively.

E. Miscellaneous employment skills

Outcome E1: Students will work in a group to effectively accomplish a task.

Assessment: In instructor-selected contexts, students will work together in a group of three or more to accomplish a task, demonstrating their ability to share the workload, collaborate, and present information as a group.

Outcome E2: Students will apply problem-solving skills.

Assessment: For the formal book format report, students will write a progress report that identifies problems encountered in the course of research and writing, identifies implications of the problem and proposes or describes solutions.

III. Textbook and Materials Required

See instructor syllabus (Textbook selection should be expected to include a technical writing or workplace writing instructional text and a grammar and style handbook appropriate to the course material.)

IV. Suggested Bibliography

none

V. Methods of Presentation

Class discussion

Group projects and presentations

Lecture

Audio-visual presentations

Computer-supported projects and discussions (e.g. WebCT)

VI. Methods of Evaluation

See instructor syllabus

Students should expect . . .

- a significant portion of the course grade to come from the formal, book format report and related written and oral projects.
- to give 2-3 oral presentations of varying lengths and formality.
- To write 4-6 short formats (e.g. memos, letters, short reports) in addition to a book format report of 6-10 pages.
- Quizzes and tests as determined by the instructor to demonstrate mastery of course material.