Montgomery County Community College
ENG 117
Writing for Business and Industry
3-3-0

COURSE DESCRIPTION:
Writing for Business and Industry entails the study of the principles of general business communication. The course includes intensive study of the mechanics, form, style, and content of business writing and an introduction to research skills.

REQUISITES:
Previous Course Requirements –
ENG 101 English Composition I with a minimum grade of "C"

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Write effective business communications.	Lecture Research Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.
2. Use an appropriate, effective business vocabulary and document design.	Lecture Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
3. Locate and critically evaluate information from written, oral, graphic, mass media, and scholarly sources.	Lecture Library instruction Research Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.
4. Synthesize information ethically and legally, employing the appropriate format and documentation.	Lecture Library instruction Research Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.
5. Draw reasonable conclusions based on research.	Lecture Library instruction Research Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.
6. Write well-edited assignments that show substantial attention to organization and grammar.	Lecture Reading from diverse sources Proofreading and editing Writing assignments	Write 15-20 pages of edited business writing. Formal research report with emphasis on research techniques and standard formats scored by a common rubric.

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Director of Educational Effectiveness. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:
1. Business Communication in the Digital Age
2. The Writing Process in the Information Age
3. Workplace Communication
4. Business Reports and Proposals- Best Practices
5. Professionalism, Teamwork, Meetings, and Presentation Skills
6. Employment Communication
7. Research for Business

LEARNING MATERIALS:
In addition to professional models of various styles of business writing, the instructor has a choice of text, such as *Essentials of Business Communication* by Mary Ellen Guffey and Dana Loewy. Learning resources, including library and internet research materials, are used for report writing.

Alternate texts and open educational resources may be used as appropriate to the course.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by:	Don Block, Lynne Clark	Date:	11/1980
Revised by:	Lynne Clark	Date:	11/1994
Revised by:	Diane Biddle	Date:	6/2012

VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D.   Date: 3/7/2013

Revised by: Timothy Connelly   Date: 2/27/2018
VPAA/Provost or designee Compliance Verification:
Victoria L. Bastecki-Perez, Ed.D.   Date: 2/28/2018

Revised by: Diane McDonald and Dana Resente   Date: 1/2020
Provost or designee Compliance Verification: Date: 2/26/2020

This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.