

ENG306-01 and ENG 306-02

Professor Robert DeGise

Primary objective of Business Communication is to develop effective writing skills in students entering the business world. Major emphasis is on reader-oriented memos, e-mails, letters, and short reports. Specific attention is given to writing documents that convey information clearly and concisely without obscuring the meaning of the message with too many words. Achieving a proficiency in business writing will also be enhanced by creating an awareness of the importance of face-to-face interaction as another essential component of business communication.

ENG 306-04 Advanced Writing – Business Communication

Instructor, Ms. Sue Manley

In this section of English 306 – Business Communication, students will learn how to write concise, professional business documents including memos, letters and e-mails. Other writing assignments include a job packet (cover letter, resume, and thank-you letter) and a process paper. Students also learn techniques for interviewing, interpreting non-verbal communication, giving and receiving feedback, and writing in teams. In lieu of a final exam, students will submit a final portfolio that includes writing samples and explanations of effective business writing strategies.

Course Objectives: English 306-04 teaches the student to

1. write accurately, clearly, and effectively in professional settings;
2. develop research and problem-solving skills for professional writing;
3. develop writing and editing skills for individual and team writing;
4. adjust writing to fit a variety of audiences and purposes;
5. consider business ethics and social responsibility in business communication;
6. discuss and write about the world of work.

ENG 306-07: Advanced Writing – Business Communication

Professor Lee Newton

This course, *Business Communications*, fulfills the Bradley University C2 requirement. Students will have numerous written assignments, both individual and collaborative projects. Assignments will include (but are not limited to): email correspondence, information synthesis, good/bad news letters, persuasive letters, memos, resume/cover letters, Recommendation Reports, Formal Reports (approx. 11 assignments).

Text: Business Communications text (tba) required

Exams: Final Exam

Coursework: many written assignments

Other: access to BU email, MS Word, must have time/be willing to meet for group projects outside of class