

Northern Marianas College
CURRICULUM ACTION REQUEST

Effective Semester / Session: Spring 2015

Type of Action:

- New
- Modification
- Move to Inactive (Stop Out)
- Cancellation

Course Alpha and Number: MG 310

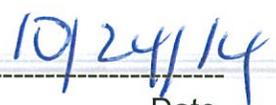
Course Title: Business Writing

Reason for initiating, revising, or canceling:

A significant complaint that many business employers have today is that their employees do not write well, that they do not understand how and when to use standard business writing genres, and that they continue to communicate poorly even after being informed of their weaknesses. Employers often end up dismissing such employees or, at the very least, avoid giving them promotions or challenging projects to work on. This class is intended to ensure that you do not end up as one of those employees. This course is required for students enrolled in the Bachelors of Science in Business Management. This course would be a good elective for any student having achieved junior level status wanting a better understanding of the Business Writing requirements.


Chavel Green

Proposer


Date

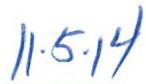

Chavel Green

Department Chair


Date


Barbara K. Merfalen

Dean of Academic Programs and Services


Date

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Course: MG 310 Business Writing

1. **Department**
Business

2. **Purpose**

A significant complaint that many business employers have today is that their employees do not write well, that they do not understand how and when to use standard business writing genres, and that they continue to communicate poorly even after being informed of their weaknesses. Employers often end up dismissing such employees or, at the very least, avoid giving them promotions or challenging projects to work on. This class is intended to ensure that you do not end up as one of those employees.

3. **Description**

A. Required/Recommended Textbook(s) and Related Materials

Required:

Dodd, C. H. Managing Business & Professional Communication, 3/E- ©2012 Pearson Published 2010;

Business Communication: Process and Product, 8th Edition; Mary Ellen Guffey/Dana Loewy. Cengage Learning.

Readability Level: College Level

B. Contact Hours

1. **Lecture:** 3 hours per week / 45 hours per semester
2. **Lab:** None
3. **Other:** None

C. Credits

1. **Number:** 3
2. **Type:** Regular degree credits

D. Catalogue Course Description

This course is designed to prepare you to write in your professional career by exposing you to the different genres and mediums of communication utilized by business professionals in an increasingly digital world. To that end, this course will require you to produce documents that address a wide range of target audiences, and understand the process of rhetorical decision making that allows a writer to perform successfully in a given writing situation.

Prerequisite: must complete 60 credit hours to maintain junior level.
English Placement Level: EN 202. Math Placement Level: MA 161.
(Offered Spring).

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E. Degree or Certificate Requirements Met by Course

A "C" grade or better in this course satisfies a core course Requirement in Northern Marianas College Bachelor of Science in Business Management.

F. Course Activities and Design

Course activities include lectures, discussions, homework-assignments, tests, quizzes, and a final exam.

4. Course Prerequisite(s); Concurrent Course Enrollment; Required English/Mathematics Placement Level(s)

Prerequisites: Must complete 60 credit hours to maintain junior level.

English Placement Level: EN 202

Math Placement Level: MA 161

5. Estimated Cost of Course; Instructional Resources Needed

Cost to the College: Instructor's salary;

Cost to the Student: Tuition for a 3-credit hour course and the cost of the textbook.

Instructional resources needed for this course include overhead projector, TV/VCR, videotaped programs, library books, photocopy machine, photocopy paper, dry-erase board.

6. Method of Evaluation

Student's grades will be based on the regular letter grade system as described below:

A: Excellent-grade points:	4.0
B: Above average-grade points:	3.0
C: Average-grade points:	2.0
D: Below average-grade points:	1.0
F: Failure-grade points:	0.0

NMC's grading and attendance policies will be followed.

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7. Course Outline

This is a topical outline and does not necessarily indicate the sequence in which the material will be presented.

- 1.0 Foundations of Business and Professional Communication
 - 1.1 Introducing Business and Professional Communication
 - 1.2 Managing Leadership Communication in Organizational Cultures
 - 1.3 Assumptions about Communication
 - 1.4 Business and Professional Communication in Four Contexts

- 2.0 Interpersonal Communication in Business and Professional Communication
 - 2.1 Managing Interpersonal Communication in the Workplace
 - 2.2 Managing listening Communication in the workplace
 - 2.3 Managing Nonverbal Communication in the Workplace
 - 2.4 Managing Communication Conflicts in the Workplace
 - 2.5 Managing Intercultural Communication in the Workplace

- 3.0 Small Groups and Teams in Business and Professional Communication
 - 3.1 Managing Groups Communication and Workplace Teams
 - 3.2 Managing Interviews in the Workplace
 - 3.3 and International Obligations

- 4.0 Public Presentations in Business and Professional Communication
 - 4.1 Managing Public Presentations in the Workplace
 - 4.2 Managing Presentational Skills in the Workplace
 - 4.3 Managing Informative Presentations in the Workplace
 - 4.4 Managing Persuasive Presentations in the Workplace
 - 4.5 Managing Customers and Client Communication and Sales

8. Instructional Goals

This course will introduce students to:

- 1.0 Give students an appreciation for the importance of effective communication in business and society;

- 2.0 Help students understand how business writing and the messages it conveys are the products of a process that begins with critical thinking;

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- 3.0 Improve students' writing skills, including expression issues related to language use, style, tone, grammar, punctuation, and organization;
- 4.0 Facilitate the integration of communication skills with an understanding of theory and strategy;
- 5.0 Assist students in making decisions about document preparation, including format, layout, and design.

9. Student Learning Outcomes

Upon successful completing of this course, students will be able to:

- 1.0 Write an effective business document, designing an "architecture" of information that peer group readers find comprehensive and readable;
- 2.0 Analyze written and verbal communications and evaluate their Usefulness;
- 3.0 Think critically about rhetoric and audience awareness;
- 4.0 Prepare clear, powerful messages using logical arguments and effective organization;
- 5.0 Design visually attractive documents with informative and eye-catching visual elements;
- 6.0 Gather research information from libraries, on the internet, or through any other source for print or multimedia information;
- 7.0 Evaluate the information source for truth, relevance, and stylistic elements;
- 8.0 Use technology to effectively present your messages; and
- 9.0 Function effectively as a valued collaborator in a team writing or presentation project.

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10. **Assessment Measures**

Assessment of student learning may include, but not be limited to, the following:

- 1.0 Tests and Exams;
- 2.0 Peered Review Case Studies;
- 3.0 Homework;
- 4.0 Research Assignments;
- 5.0 Class Participation; and
- 6.0 Oral Presentations.