BAT205 Business Research and Writing Syllabus

Course Information

Credits   4
Campus   Washburn Institute of Technology
Address   5724 SW Huntoon
City/State/Zip   Topeka, Kansas 66604
Office Fax   785-273-7080

Description

A successful and productive member of any office team will write business correspondence, electronic mail and business documents using the correct grammer, style and content. This course is designed to ensure students will have the knowledge to produce effective business communications in written form.

Textbooks

Ettinger-Perfetto; Business English Writing in the Workplace; Pearson; 2008; 4th Edition; ISBN: 978-0-324-78615-6.
Lunsford; The Everyday Writer; Bedford St. Martin's; 2013; 5th Edition; IBSN: 978-1-4576-1266-4.

Student Learning Outcomes:

A.   Communicate effectively
B.   Integrate technology
C.   Learn effectively
D.   Demonstrate cooperative teamwork skills
E.   Apply safety in the workplace
F.   Think critically and creatively
G.   Demonstrate responsible work ethics

Competencies

1. Identify the difference between business communication and social communication.
2. Implement the three phases of the writing process: analyzing, writing, and revising.
3. Compose documents using concise wording.
4. Compose documents using correct grammar and punctuation
5. Demonstrate effective techniques for proofreading.
6. Complete writing projects using correct sentence structure and paragrahs.
7. Compose effective e-mail messages.
8. Revise messages to achieve concise wording
9. Write minutes of meetings and summaries.

10. Write effective persuasive messages within an organization.
11. Demonstrate how to organize data, create an outline, and correctly format a report.
12. Collect data from secondary sources including print and electronic sources.
13. Use Internet tools to research reliable data.
14. Identify techniques to prepare a résumé for current technologies.

Guidelines for Success

Assessment Plan

Assessment is an integral part of the educational process at Washburn Tech and accurate feedback is an important tool in continuously improving the institution's technical programs. Students can expect to participate in assessment activities prior to entry into programs, within specific courses and following program completion for specific fields of study.

Grading Scale

A	92%-100%
B	84%-91%
C	76%-83%
D	68%-75%
F	67% or below

The course is graded by 70% classroom work and test scores, and 30% daily participation.

Attendance

Attendance contributes significantly to academic success. Students who attend classes regularly tend to earn higher grades and have higher passing rates in courses. Excessive absences may jeopardize a student's grade or the ability to continue in the course. If the student is absent for any reason, the student is responsible for all missed work and for contacting the instructor promptly.

Disability

The Special Support Services (SSS) Office is responsible for assisting in arranging accommodations and for identifying resources at Washburn Institute of Technology for persons with disabilities. Qualified students with disabilities MUST register and provide documentation with the office to be eligible for services. New requests for accommodations should be submitted two months or more prior to the date services should begin; however, contact the SSS Office as soon as a need may arise. Depending on the accommodation request, four to eight week lead time may be needed for timely and effective provision of services. SSS coordinates and assist in arranging services it deems appropriate of eligible students on a case-by-case basis.

If you are a student with a disability that may substantially limit your ability to participate in this class and believe you will need accommodations, it is your responsibility to contact:

Special Support Services Coordinator
Phone: 785-228-6356
E-Mail: ssscoordinator@washburn.edu