

COURSE OUTLINE **Business English**

Course Description

BE 120. Business English. 3 hours credit. This course will enable the student to master language principles for the information age. The student will develop language skills while gaining computer experience. The student will gain expertise in basic rules of English grammar, punctuation, capitalization, number style, spelling, and vocabulary.

Course Relevance

Because of the growing emphasis on exchanging information and expressing ideas clearly and correctly, language skills are critical. Businesspeople who never expected to be doing much writing on the job will find that technology forces everyone to exchange written messages. Additionally, new job opportunities in recording the spoken word require English expertise, necessitating that the student acquire both language and computer skills to succeed in today's information economy and digital workplace.

Required Materials

Guffey, M. E. (2007). Business English (9th ed.). Mason, OH: Thomson/Southwestern.

Sabin, W. A. (2005). The Gregg reference manual (10th ed.). New York, NY: McGraw-Hill.

Writer's Workout, Online Access Card. McGraw-Hill Higher Education.

Learning Outcomes

The intention is for the student to be able to:

1. Master business and professional English skills for the information age
2. Develop online editing skills of business applications such as business letters, memos, e-mail messages, reports, proposals, transcripts, or any other professional documents
3. Develop basic writing skills, including proofreading and editing, while reviewing grammar and punctuation principles

Learning PACT Skills that will be DEVELOPED and documented in this course

Through involvement in this course, the student will develop ability in the following PACT skill areas:

Analytical Thinking Skills

1. Problem solving
 - Through a variety of proofreading activities, written materials, and oral presentations, students will develop skills in determining the accuracy of written and spoken language.

Communication Skills

1. Creation and delivery of messages
 - Through the practice of business and professional English skills, the student will apply these skills to business and professional writings at 95% accuracy.

Technology Skills

1. Discipline-specific technology
 - Through a rich array of text-specific CD and Web activities and exercises, students will develop language skills at the same time they are gaining computer expertise.

Major Summative Assessment Task(s)

These learning outcomes and the Learning PACT skills will be demonstrated by:

1. Developing a portfolio that includes a business specific or occupation-specific document, writing exercises, and a reflective paper analyzing his/her editing/proofreading skills.

Course Content

- I. Skills/Competencies—Actions that are essential to achieve the course outcomes:
 - A. Demonstrate an understanding of the importance of the foundational English skills
 - B. Identify nouns and demonstrate correct use
 - C. Identify verbs and demonstrate correct use
 - D. Identify adjectives, adverbs, prepositions, and conjunctions and demonstrate correct use
 - E. Demonstrate correct use of punctuation marks
 - F. Demonstrate correct use of capitalization and numbers
 - G. Demonstrate spelling and vocabulary skills
 - H. Demonstrate competency in computer skills
 - I. Demonstrate competency in research skills
- II. Themes—Key recurring concepts that run throughout this course:
 - A. Correct use of English grammar and mechanics
 - B. Computer application of English grammar and mechanics
- III. Issues—Key areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Correlation of language and computer skills to succeed in today's information economy and digital workplace
- IV. Concepts—Key concepts that must be understood to address the issues:
 - A. Importance of using correct grammar and punctuation in all communications
 - B. Terminology related to learning basic English skills
 - C. Use of technology (Internet and CD)

Learning Units

- I. Foundation
 - A. Reference skills
 - B. Parts of speech
 - C. Sentence structure—elements, patterns, types
- II. Namers
 - A. Nouns

- B. Possessive nouns
- C. Personal pronouns
- D. Pronouns and antecedents

III. Action words

- A. Verbs—kinds, voices, moods
- B. Verb tenses and parts
- C. Verb and subject agreement
- D. Verbals

IV. Modifying and connecting words

- A. Modifiers—adjectives and adverbs
- B. Prepositions
- C. Conjunctions—joining equals and unequals

V. Punctuating sentences

- A. Commas
- B. Semicolons and colons
- C. Other punctuation

VI. Style elements

- A. Capitalization
- B. Numbers

VII. Mechanical elements

- A. Spelling
- B. Vocabulary

Learning Activities

Independent and collaborative learning activities will be assigned to assist the student in achieving the intended learning outcomes. Lecture, instructor-led discussions, group study, various audio/visual aids, case studies, online research, Web-based reinforcement and review exercises will contribute to the learning process.

Grade Determination

The student will be graded on learning activities and assessment tasks, tests, quizzes, writing assignments, daily work, class participation, and other methods of evaluation.