

**CENTRAL TEXAS COLLEGE
BUSINESS CORRESPONDENCE (OADM 1308)
TERM III**

SYLLABUS

INSTRUCTOR: JAY DOUGHERTY

OFFICE HOURS: BY APPOINTMENT

I. INTRODUCTION

The Business Correspondence course is designed to guide you toward the results which businesses require--greater goodwill and greater profits--through clear thinking, effective application of psychology, and pleasing, correct use of language.

You will learn that written words in business have a powerful influence on thoughts and actions, and you will come to understand the importance of message components. Effective business writing lies in the skillful application of words and other message components toward the solution of business problems. Therefore, it is important that you learn to write effective business letters.

This course is required in the general secretarial, office assistant, and word processing operator one-year program. It is also required in the two-year office management program, the administrative secretarial, and the word processing specialist programs. It is an elective course in applied management courses.

II. OVERALL OBJECTIVES OF THE COURSE

Upon successful completion of this course, you will be able to:

- A. Write clear, concise, and courteous business letters.
- B. Distinguish between good and poor letters.
- C. Humanize business letters and be able to approach business letters from the reader's viewpoint so that goodwill can be maintained.
- D. Develop the habits of accuracy and correctness essential to business correspondence.
- E. Develop a writing style fitted to the purpose of the message and adapted to the reader.
- F. Use correct grammar, punctuation, and capitalization in business letters.
- G. Upon successfully completing the required projects for the course, you will be able to write business letters, reports, memoranda, and any other type of written business communications.

III. INSTRUCTIONAL MATERIALS

A. Text: Satterwhite, Marilyn L., and McComas, Donna C., *Modern Correspondence*, 5th Edition, New York: Gregg Division/McGraw-Hill Book Company, 1987.

B. Supplementary Materials:

1. *The Gregg Reference Manual*, 6th Edition, Sabin, McGraw-Hill Book Company, 1985.
2. Dictionary, thesaurus, or spelling reference.
3. Typing paper and correction devices.

IV. COURSE REQUIREMENTS

A. Reading Assignments: The units in the textbook will be covered in sequence, and you should read the assigned pages and complete the corresponding workbook pages.

B. All workbook assignments must be completed before the class period for which the assignment is due. If you cannot attend class on the day the assignment is due, you should be certain that your work is turned in before the class period. Workbook assignments may include the following:

proofreading assignments
punctuation reviews
grammar checkups
evaluating sample letters
organizing plans for messages
improving tone

Class Performance: You will write approximately fifteen letters in the following categories during the semester:

Inquiries and Requests	Adjustment Letters
Goodwill Letters	Collection Letters
Routine Correspondence	Replies to Inquiries and Requests
Claim Letters	Application Letter
Résumé	

C. All letters must be typewritten and should be turned in on the due date. If you are unable to attend class on the date a letter is due, you should complete your letter and turn it in before class. A 10-point penalty will be assessed for late letters.

V. GRADING

Below is the 100-point grading plan used for evaluating letters:

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|---|--|
| 1. +10 Proper format, neat,
attractively arranged
on page free of typo-
graphical errors | -10 Improper format,
poor letter placement,
typographical errors |
|---|--|

2. +10 Positive attitude	-10 Negative attitude
3. +10 Clear, concise, conversational words, appropriate words	-10 Wordiness, or poor choice, triteness
4. +10 Appropriate tone, friendly, sincere	-10 Bragging, preaching, gushing, indifference
5. +10 Builds goodwill; "You" viewpoint	-10 Does not build goodwill; "I" or "We" viewpoint
6. +10 Good organization and development of ideas	-10 Poor organization and planning
7. +10 Variation of sentence structure, pattern; active voice	-10 Short, choppy sentences; little sentence variation; passive voice
8. +10 Makes action easy for reader	-10 Makes action difficult for reader
9. +10 Correct English grammar	-10 Incorrect English grammar: e.g., subject/verb disagreement, pronoun disagreement, poor sentence structure
10. +10 Proper punctuation, capitalization, correct use of numbers, hyphens, and possessives	-10 Errors in punctuation, capitalization, number, spelling; improper possessives

VI. EXAMINATIONS

- A. Exams will be given following each section. These exams will cover information in the reading assignments, class discussions, and the lab assignments. The exams will be scored on a 100-point basis and may be multiple choice, true-false, fill-in-the-blank, or essay, depending upon the units covered.
- B. Major exams will be announced approximately one week before the exam. It is your responsibility to be in class on those days. Make-up exams will, under normal circumstances, not be given.
- C. The final exam will be given during the time specified by the school schedule, probably on the last day of class. The exam will be cumulative and will be assigned 100 points. Therefore, it is imperative that you take the final exam. It will be composed of objective-type questions.

D. Examinations will comprise 40% of your grade.

VII. SEMESTER GRADE COMPUTATION

1. Exams	40%
2. Letters	60%

	100%

VIII. ADDITIONAL INSTRUCTIONS

- A. Withdrawal from course: There are occasions when it may be necessary to drop a course. In order to be officially withdrawn from the College, you must obtain and complete a withdrawal form and have it signed thereon. Your transcript will show "W" or "F," depending upon whether you are passing or failing the course at the time of withdrawal.
- B. Administrative Withdrawal: This results when you are absent too often, as defined in the current Central Texas College catalogue and/or other published amendatory documentation. In such a case, you would be dropped from the course with a grade of "F." If you accumulate six absences in a Tuesday-Thursday course, for example, you will be dropped. Re-entry to the class can only be appealed through the dean.
- C. An Incomplete grade may be given only in those cases where, because of personal illness, death in the immediate family, school sponsored trip, or military orders, you are unable to complete the final examination for a course. Prior approval from the instructor is required before the grade of "I" can be recorded. A student who merely fails to show up for the final examination will receive a zero for the final and "F" for the course.
- D. Grades: I cannot give you grades over the telephone. If you wish to receive your final grade before the Records Office mails official grades, you may leave a typewritten self-addressed, stamped envelope with me.
- E. Late Penalty: All letters and assignments must be turned in at the designated class hour. If you are absent from class, you should mail your letter to me in a No. 10 typewritten envelope. If the letter is postmarked on the day the assignment is due, there will be no late penalty. Late letters will be penalized 10 points per class period.
- F. Scholastic Honesty: All students of the Office Administration program are required and expected to maintain the highest standards of scholastic honesty in the preparation of all work and in examinations. Avoid the following at all costs:
1. Plagiarism--the taking of passages or ideas from the writings of others without giving proper credit to the source.

2. Collusion--working together with another person in the preparation of work unless such a joint preparation is specifically approved in advance by the instructor.
3. Cheating--giving or receiving information on an examination, or copying or allowing to be copied information from another student's work. Students found guilty of scholastic dishonesty will be administratively dropped from the course with a grade of "F." In addition, the student is subject to having credit for the course cancelled. Such cancellation may be removed only by repeating the course(s).

IX. COURSE SCHEDULE

Note: Changes to this schedule may be made in class, depending upon the pace at which the class progresses.

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|------|-------|---|
| Jan. | T 24 | Course introduction; punctuation review; parts of a business letter.

Homework: Read Units 1,2, and 3; complete worksheets. |
| | Th 26 | Grammar/punctuation exercises; discussion of strong/weak sentences and paragraphs; exercises.

Homework: Read Units 4, 5, 6; complete worksheets; prepare letter. |
| | T 31 | Grammar/punctuation review (continued); discussion of chapters, worksheets, letters.

Homework: Read Units 7 and 8; complete worksheet for Unit 8. |
| Feb. | Th 2 | Discussion of memorandums, worksheets. Exercises.

Homework: Read Units 9 and 10; complete worksheets. |
| | T 7 | Discussion of effective business letters and letter formats; discussion of worksheets; exercises; begin mid-term review.

Homework: Read Unit 11. |
| | Th 9 | Discussion of Unit 11; review for mid-term examination.

Homework: Review for mid-term examination. |
| | T 14 | MIDTERM; intro to inquiries and requests.

Homework: Read Units 12 & 13; write letters of inquiry and request. |

Th 16 Discussion of midterm; discussion inquiries and requests;
discussion of student letters.

Homework: Read Units 14 & 15; write order letter and
goodwill letter.

T 21 Discussion of letters; exercises.

Homework: Read Units 16 & 17; write persuasive letter and
credit and collection letter.

Th 23 Discussion of letters; exercises.

Homework: Read Units 18 & 19; write claim and adjustment
letter and to a public official.

T 28 Discussion of letter; exercises.

Homework: Read Unit 20.

Mar. Th 2 Discussion of Résumés and employment communications.

Homework: Prepare résumé.

T 7 Discussion of résumés; review for final examination.

Th 9 FINAL EXAMINATION

14

16