

Tidewater Community College

Fundamentals of Business Writing

(BUSC 1501)

Course Introduction and Objectives: Employees will practice how to analyze their purpose and audience, organize the content of the document, write a lightning-fast draft and finally, revise like an expert editor. This course includes tools for eliminating procrastination, including Purpose and Audience Analysis Sheet, brainstorming techniques and Editor's Checklist. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

Textbook: Mancuso, J. C. and Chabrier, Y. V. *Fundamentals of Business Writing*. American Management Association, Saranac Lake, NY, 1992. ISBN: 0-7612-1371-6.

Teaching Methods: This course will be taught in a seminar and participative lecture format that includes some class discussion and problem solving.

Course Schedule:

<u>Topic</u>	<u>Subjects Covered</u>
1	<u>Introduction to the Business Writing Process:</u> (How this course differs from others, old and new attitudes, strategies for achieving and effective business writing style, typical types of business documents and samples).
2	<u>Step I: Analyze Your Purpose and Audience:</u> (Old and new attitudes, benefits to analyzing your purpose and audience, questions to ask, and applying the SWs and 1H technique).
3	<u>Step II: Organize the Document, Part I:</u> (Writers who don't take time to organize, adopt a better way to organize your time, old and new attitudes, and a five-step organizing procedure [the first three steps]).
4	<u>Step II: Organize the Document, Part II:</u> (Writers who don't stop to think where they are going, old and new attitudes, and a five-step organizing procedure [the last two steps]).
5	<u>Step III: Write Your Draft:</u> (Old and new attitudes, and increase your writing efficiency).
6	<u>Step IV: Revise Your Writing—An Overview:</u> (Old and new attitudes, revise your ideas about revising, and use an Editor's Checklist in revising documents).
7	<u>Step IV: Revising Your Writing—Format the Document:</u> (Good formatting makes documents easier to read, old and new attitudes, strategies for improving the format, and applying formatting strategies in revising documents).
8	<u>Step IV: Revise Your Writing—Streamline Sentences:</u> (Old and new attitudes, streamline your sentences, and applying streamlining techniques in revising documents).
9	<u>Step IV: Revise Your Writing—Classify Subjects and Verbs:</u> (Old and new

attitudes, focus on the human element, use the active voice rather than the passive voice, use strong verbs rather than weak ones, and revising documents to clarify subjects and verbs).

- 10 Step IV: Revise Your Writing—Correct Grammar, Punctuation, Spelling, and Typing Errors: (Old and new attitudes, correct grammatical mistakes, distinguish between words that people often confuse, correct punctuation errors, correct misspellings, and check for typographical errors).
- 11 Step IV: Revise Your Writing—The Final Task: (Old and new attitudes, make five sweeps through your final draft, use the Editor's Checklist to guide you).

Continuing Education Units (CEUs): Upon completion of this course students are awarded 1 non-graded CEU, and a Certificate of Completion.

Continuing Occupational-Technical Education: This course is required for completion of the AMA Certificate in Business Communications. It may be used as an elective for the following AMA Certifications: Administration Professional, Success Skills in the Workplace, and Supervision.