

# Tidewater Community College

## How to Sharpen Your Business Writing Skills (BUSC 1512)

**Course Introduction and Objectives:** This program is packed with techniques that professional writers use to research, draft, compose and edit their work-plus strategies to conduct quick and effective online research and create safe and savvy email. The result is more effective and polished writing that will help every professional move ahead. This course is presented by Tidewater Community College in cooperation with the American Management Association (AMA).

**Textbook:** Nan Levinson, *How to Sharpen Your Business Writing Skills 2<sup>nd</sup> ed.*, American Management Association, Saranac Lake, NY, 1987, 1993, 1990. ISBN: 0-7612-1477-1.

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

### **Course Schedule:**

<b><u>Topic</u></b>	<b><u>Subjects Covered</u></b>
1-4	<p><u>Writing for your Reader:</u> Establishing Criteria, knowing why you write, knowing your audience, and applying basic psychology. Followed by a Recap and Review questions.</p> <p><u>Getting Organized:</u> Creating an outline, developing your topic, organizing your material, putting your supporting ideas in sequence, and getting going. Followed by a Recap and Review questions.</p> <p><u>Types of Business Writing:</u> The business letter, the memorandum, the proposal, the report, minutes of a meeting, and writing together. Followed by a Recap and Review questions.</p>
5-10	<p><u>Effective Business Writing:</u> Choosing appropriate sentence patterns, using sentences effectively, emphasizing and de-emphasizing ideas, controlling sentence length, creating rhythm with sentence variety, and building sound sentences. Followed by a Recap and Review questions.</p> <p><u>The Right Word: Appropriate Language:</u> Dictionaries: tools of the trade, slippery words, and grammar. Followed by a Recap and Review.</p> <p><u>Language That Works:</u> Finding the right tone, choosing the right verbal image, being precise, and being concise. Followed by a Recap and Review questions.</p>
11-14	<p><u>Direct and Forceful Writing:</u> Using active verbs, using concrete and specific language, and avoiding tires language. Followed by a Recap and Review questions.</p> <p><u>Write and Rewrite: Punctuating and Revising:</u> Punctuation, incorporating quotations into your writing, rewriting, polishing and streamlining, and check yourself. Followed by a Recap and Review questions.</p>

Research: Fact-Finding Missions: Interviewing for information, researching, and using sources. Followed by a Recap and Review questions.  
return from an acquisition or member).

15-20 Plugging In: Computers and Business Communication: Writing the computer, electronic communication, and new issues in communication. Followed by a Recap and Review questions.

Final Examination: Post-test.

**Continuing Education Units (CEUs):** Upon completion of this course students are awarded 2 non-graded CEU, and a Certificate of Completion in How to Sharpen Your Business Writing Skills.

**Continuing Occupational-Technical Education:** Students completing this course are encouraged to complete the American Management Association Certificate program in Administrative Professionalism.