

Department: BADM, School of Business

Course No. : 4070W

Credits : 1

Title : Effective Business Writing

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WQ: W

Catalog Copy: Current Title and Catalog Copy

MGMT 3070W. Effective Business Writing. Either semester. One Credit. Prerequisite: MGMT 3101, or MKTG 3101 of FNCE 3101; ENGL 1010 or 1011 or 3800; open only to Juniors or higher. Designed to teach students techniques to improve their written business communication skills. Requires a variety of written assignments and gives special attention to writing tasks that students are likely to encounter early in their careers, such as reports to supervisors, sales proposals, documentation of business policies, responses to complaints, as well as general business letters and memos. Students will receive critiques of their written assignments and will be required to revise their writing.

Revised Title and Catalog Copy

BADM 4070W. Effective Business Writing. Either semester. One Credit. Prerequisite: MGMT 3101, or MKTG 3101 of FNCE 3101; ENGL 1010 or 1011 or 3800; open only to Juniors or higher. Open only to School of Business students. Not open to students who have taken or in the process of completing MGMT 3070W. Designed to teach students techniques to improve their written business communication skills. Requires a variety of written assignments and gives special attention to writing tasks that students are likely to encounter early in their careers, such as reports to supervisors, sales proposals, documentation of business policies, responses to complaints, as well as general business letters and memos. Students will receive critiques of their written assignments and will be required to revise their writing.

W Criteria: The guidelines for a W course require it to satisfy four criteria. The writing assignments for the proposed MGMT 270 will be the focus of the course, and so will not enhance the learning of separate content material, like a course that is taught with a W component. The assignments will be focused on typical business communication tasks and the work in the class will force students to produce work that is clear and concise. There will be assignments each week of the class, ranging in length. Some will be one page (a business letter, for example), and some will be 3-5 pages (a sales proposal). There will be at least one case study in the class that will require the students to write an extended argument, and this will probably serve as the capstone assignment for the class. Since the course is primarily focused on writing, the student must pass the W component, and the syllabus will clearly outline the assignments and

requirements for the students. All assignments for the class will be subject to editing and revision, either by the instructor or other students.

As noted in the course information section, written assignments will be due most weeks of the semester. Many of the early assignments will be short (one page) and then increase in complexity as the semester progresses. While the particulars of the assignments are still under development, there will be at least six 1-2 page assignments, three or four 3-5 page assignments and a final case project of 7-10 pages. All of these assignments will require revision, and so there will be a total of 20-40 pages of written assignments for the class.

Supplementary Information :

This change is totally due to an internal business administrative reorganization; there is no change in the content of the course nor in the scope of the course. Students will write a minimum of 15 pages, will receive feedback with the opportunity to revise (or improve based on subsequent paper/s incorporating feedback), and cannot pass the course without passing the writing component

SYLLABUS:

Online URL: ([https://web2.uconn.edu/senateform/request/course_uploads/ljg02004-1248907206-BADM%204070W%20Syllabus%20\(Draft--Fall%202009\)%20Hentz%20\(2\).doc](https://web2.uconn.edu/senateform/request/course_uploads/ljg02004-1248907206-BADM%204070W%20Syllabus%20(Draft--Fall%202009)%20Hentz%20(2).doc))