
Basic Business Literacy

Using Words Well

Objectives:

- Describe the basics of the writing process and the ABC method of organizing material for a document
- Identify the parts of speech in a sentence
- Demonstrate correct pronoun use
- Choose proper and effective words for writing your documents

Writing Effective Communications

Objectives:

- Identify the elements of a well-written sentence
- Use length, directness, emphasis, and variety to craft impactful sentences
- Write paragraphs using topic sentences and logical development
- Describe how to write an effective cover letter and resume
- Format and write an interoffice memorandum, a routine business letter, and an effective email
- Identify the different ways to write for blogs, the Internet, and social media

Organizing, Researching, and Illustrating Your Material

Objectives:

- Describe how to create an organized formal outline
- Identify the types of research and methods of documentation used in business and technical writing
- Explain how to create visual interest and clarity in your report with illustrations, tables, graphs, charts, and overall design

Writing the Report

Objectives:

- Explain the purpose and importance of various types of informal reports
- Describe the nature of formal reports and identify their components

Proposals and Special Projects

Objectives:

- Differentiate among external, internal, informal, and formal proposals
- Describe an object or a process, and prepare a set of instructions
- Describe the preparation and submission of professional and technical articles, as well as manuals

The Parts of Speech

Objectives:

- Describe how the eight parts of speech are organized to communicate meaning in phrases, clauses, and sentences
- Distinguish among the eight parts of speech by illustrating how each functions in sentences
- Use a dictionary or thesaurus to identify synonyms and antonyms to effectively express precise meanings

Word Usage

Objectives:

- Identify how to correctly form noun plurals and possessives
- Correctly use modifiers, prepositional phrases, and conjunctions
- Correctly use apostrophes, capitalization, hyphenation, and periods

Sentence Skills

Objectives:

- Recognize and use the various elements of sentence structure
- Distinguish independent clauses from dependent clauses
- Correct common writing mistakes
- Punctuate sentences to convey meaning
- Write sentences that have effective beginnings, concise wording, parallel structure, and active voice

The Writing Process, Part 1

Objectives:

- Write sentences that have effective beginnings, concise wording, parallel structure, and active voice
- List and describe the stages of the writing process
- Construct a unified, coherent, and effectively structured paragraph

The Writing Process, Part 2

Objectives:

- Develop a unified, coherent composition with an introduction, body, and conclusion
- Produce examples of creative writing
- Construct personal writing, such as journals, complaint letters, and emails, and workplace writing, such as reports, cover letters, and resumes

Writing Business Communications

Objectives:

- Analyze the audience to whom you are communicating
- Write different types of business letters with appropriate appearance, style, and tone
- Explain why use of the first person is preferred
- Demonstrate when to use active and passive sentences
- Adapt your writing accordingly
- Organize the paragraphs in your letters effectively
- Use effective sentence style and paragraph structure
- Choose words correctly and effectively

Designing Business Communications

Objectives:

- Explain why documents should be well organized
- LP Organize and construct an outline
- Use standard memo and letter formats
- Convert information to graphic form
- Identify and describe the various kinds of informal reports
- Identify the elements of style suitable for effective report writing
- Describe formal reports and the arrangement of their parts
- Describe the steps in the organizing process
- Describe the differences between a memo and a letter
- Use headings effectively
- Identify the purpose and importance of reports

Writing Effectively

Objectives:

- Understand how words work together in sentences
- Avoid placing descriptive phrases where they might cause confusion
- Organize sentences correctly and effectively
- Determine when to hyphenate compound words
- Write without fragments and run-on sentences
- Punctuate accurately to indicate thought relationships
- Abbreviate words and terms according to appropriate usage in business writing
- Apply the rules of capitalization

Researching and Documenting

Objectives:

- Identify sources of data for business reports and proposals
- Select the best source material for your business documents
- Properly cite your sources of information
- Use library resources effectively to research information
- Use various note-taking formats

Writing Proposals

Objectives:

- Understand the purpose of the various components of an informal proposal
- Understand elements of a formal proposal, their purposes, and arrangement
- Arrange the components of an informal proposal in the most effective order
- Evaluate a formal proposal