

# Course Abstract

*If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.*

*To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.*

## **Course ID and Name: ENG 240: Business Communication**

### **Department: English**

Chairperson or Course Coordinator: Michael Nester

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**Prerequisites: ENG 122**

**Co-requisites:**

### **Course Description:**

The course focuses on oral and written communication theory and practice appropriate for a variety of business situations. Students generate and examine routine and special business correspondence, strategic electronic communication and informational and analytical business reports; conduct business research; refine team-oriented skills; and design/deliver oral presentations. The following concepts are emphasized: the nature of audience; business communication forms/formats; tone, style and diction; purpose; clarity and complexity; and other relevant rhetorical issues.

### **General Education Status:**

**Credits: 3**

**Lecture Hours: 3**

**Lab Hours: 0**

### **Learning Outcomes:**

Upon successful completion of the program or course, students will be able to:

1. Compose various business documents.
2. Develop and describe a business project idea.
3. Critically reflect on a business concept and develop a business plan.

### **Course Content Areas:**

1. **Research and writing:** Write a variety of business documents demonstrating appropriate techniques and conventions.

**2. Reading:** Various documents including letters, reports, records, proposals and business plans.

**3. Lecture/Discussion:**

- a. Critique professional and peer writing using various standard techniques.
- b. Investigation of the nature and use of research in business writing, including electronic sources and communication.
- c. Emphasis on audience and on professional tone, style and diction..
- d. Various kinds of business presentation formats, including oral, written and visual.