



Course Objectives, Student Learning Outcomes, and Promotion Requirements

Interpretation of Achievement Scale – Business Writing

The goal of Business Writing is for students to gain foundational understanding of business correspondence. This course is designed for advanced level students who are interested in learning about how writing is applied in the business world.

Business Writing Teaching Objectives:

- 1.1 To learn to write basic business emails
1.2 To learn to write inner office memos
1.3 To learn to write a resume

Course Evaluation

Table with 2 columns: Component and Percentage. Rows include Emails (20%), Memos (20%), Resume (25%), Homework (10%), and Comprehensive Final Project (25%).

Business Writing Student Learning Outcomes to Formally Assess:

By the end of this course, students will be able to:

- 1. Demonstrate an understanding of basic and specific business vocabulary.
2. Write business emails for various purposes using appropriate formatting, grammar, vocabulary and content.
3. Write memos for various purposes using appropriate formatting, grammar, vocabulary and content.
4. Write a personal resume using appropriate formatting, grammar, vocabulary and content.
5. Demonstrate an understanding of business writing etiquette.

Grading Scale

Grading scale table with columns: EXCELLENT, GOOD, AVERAGE, REPEAT. Includes letter grades (A+, A, A-, B+, B, B-, C+, C, C-) and corresponding percentage ranges. Includes descriptive text for each grade level.

Business Writing Requirements for Promotion

- 1. Students must pass the class with a cumulative grade of C- (71%) or better.



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## **Intensive English Program**