



Course Objectives, Student Learning Outcomes, and Promotion Requirements

**Interpretation of Achievement Scale – Business Writing Levels 5-8**

*The goal of Business Writing is for students to learn how to write basic Business Correspondence. This course is designed for intermediate and advanced level students who are interested in learning about how writing is applied in the business world. By the end of Business Writing, students will be able to:*

- successfully write various types of Business Letters and Memos
- successfully create a resume

**Business Writing Teaching Objectives:**

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

**Course Evaluation**

|                             |     |
|-----------------------------|-----|
| Letters                     | 30% |
| Memos                       | 30% |
| Resume                      | 30% |
| Comprehensive Final Project | 10% |

**Business Writing Student Learning Outcomes to Formally Assess:**

Students will be able to:

1. BW 1 Students will demonstrate an understanding of basic and specific business vocabulary
2. BW 2 Write business letters for various purposes using appropriate formatting, grammar, vocabulary and content.
3. BW 3 Write memos for various purposes using appropriate formatting, grammar, vocabulary and content.
4. BW 4 Write a personal resume using appropriate formatting, grammar, vocabulary and content.
5. BW 5 Students will demonstrate an understanding of business writing etiquette.



**Grading Scale**

| SATISFACTORY   | UNSATISFACTORY  |
|--|---|
| S 71 - 100   | U 0 -70   |
| The student demonstrates level-appropriate English ability that is generally accurate and is characterized by competence in the SLOs listed above. | The student does not demonstrate level-appropriate English ability and is incompetent in the SLOs listed above. |

**Business Writing Requirements Passing**

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