BMT 2600—Business Report Writing
Three Semester Hours

PREREQUISITES:
University Requisite: Tier I English and not Business Administration major

COURSE OVERVIEW:
Practice in planning and writing effective business letters, memoranda, and reports.

METHODS OF COURSE INSTRUCTION:
All material for this course is print-based. Instructor and students communicate and exchange materials through postal mail.

E-PRINT OPTION:
In this course, an option exists to use e-mail to submit your lesson assignments. Your assignment will be returned to you either as an e-mail attachment or as a hard copy sent through the postal mail, depending on the preferences of the instructor and/or program.

TEXTBOOKS AND SUPPLIES:

Optional Textbooks:
Merriam-Webster Collegiate Dictionary (Merriam-Webster, Inc., 2008)

A large number of good dictionaries, thesauri, and other word references are available online, including a robust online version of the Merriam-Webster Collegiate Dictionary, which is accessible at www.merriam-webster.com.

Also search for word reference books through the Libraries link on the Ohio University home page, http://www.ohiou.edu.


NUMBER OF LESSONS:
The course has 12 lessons. These lessons include:
• Lesson 1: Planning Spoken and Written Messages
Lesson 2: Preparing Spoken and Written Messages
Lesson 3: Communicating Electronically
Lesson 4: Good- and Neutral-News Messages
Lesson 5: Bad-News Messages
Lesson 6: Persuasive Messages
Lesson 7: Research and Reports
Lesson 8: Using Data and Graphics
Lesson 9: Preparing Reports and Proposals
Lesson 10: Preparing and Delivering Presentations
Lesson 11: Resumes and Application Messages and Materials
Lesson 12: Preparing for the Job Interview

TYPES OF WRITING ASSIGNMENTS:
Each lesson in this course focuses—not too narrowly—on a kind of business writing, or on an area of writing skills, usually demonstrated in a variety of models. You will demonstrate your mastery of skills in two or three brief exercises: a question and answer section, a short-answer written assignment, and, when appropriate, a practical written application of the concepts.

Your lessons will show you principles of format (how to set up a document), style (how to manage words and phrases correctly and effectively), and content (how to manipulate ideas and details fairly and effectively to inform or to persuade). Unlike technical writing, business writing is more general—a little less influenced by medical, or engineering, or industrial details—and allows students to develop the skills they need on the job.

Requirements on assignment formats are very straightforward. Submit all of your documents as Microsoft Word documents, using standard Microsoft Word margins and professional (as well as easy-to-read) fonts, such as Adobe Garamond or Times New Roman. Right-hand margins should be ragged (unjustified) in your documents. A smooth right margin is not typical of most printed communication—outside of books—and creates strange spacing between words in each line.

GRADING CRITERIA:
Letter grades, including pluses and minuses, will be given for your work. All lessons will earn equal credit in the course, and each lesson grade will represent an average of grades for the assigned exercises.