

# Business English I

**INSTRUCTOR:** Jamiel Lemley – E-mail: [jlemley@ccsf.edu](mailto:jlemley@ccsf.edu)

**COURSE TITLE:** Business English I

**CRN:** 44923

**SUBJ:** SECY

**CRSE#:** 9401

**DAYS:** Monday and Wednesday

**TIME:** 12:30 – 3:00 PM

**DATES:** 03/21/07 – 05/24/07

## COURSE GRADING

25% - Participation

25% - Class Exercises and Quizzes

25% - Midterm Exam/Exercise

25% - Final Exam/Exercise

In this course students will learn skills, strategies and techniques to become better communicators and more effective writers.

Students will analyze real-world business problems from interviewing, writing a resume, deciding an appropriate solution and which application to use, and then applying the appropriate media and strategy solutions, and learning to enhance document design, layout, functionality, and appearance.

Upon completion of this course students will have a tool kit of information for job and personal reference and a better understanding effective business communication.

### The course will include the following topics:

- ✍ Introduction to Business Writing
- ✍ Preparing a Resume
- ✍ Preparing for Job Interviews
- ✍ Writing Bad News Letters & Memos
- ✍ Writing Good Will Letters & Memos
- ✍ Techniques in Acquiring and Keeping a Job
- ✍ Locating Job Openings
- ✍ Writing Good News Letters & Memos
- ✍ Writing Persuasive Letters & Memos

**Study Partner: Name** \_\_\_\_\_ **Phone number** \_\_\_\_\_.

Recommended text book for this course:

Title: Basic Letter & Memo Writing, 5th Edition  
Author: Susie H. VanHuss, Ph.D.  
ISBN: 0-538-72783-7

This basic, fill-in memo form is a great choice if you want a basic template that provides guidance for formatting a memo. General memo template. Persuasive Memo. If you need to write a memo that is more persuasive in nature, choose this form. It includes sample persuasive language along with a format guide. Sample persuasive memo. Directive Memo Example. Memos are typically used for internal communication instead of letters, which are more commonly used for external correspondence. For example, memos are generally used to communicate with internal audiences like employees, coworkers, and supervisors but not external audiences such as customers or suppliers. They can be printed for distribution or emailed to recipients. Memo Writing Tips. Writing an effective memo is required to run the internal workings of the company smoothly. To Write a Memo that Works for the cause is essential. "I love being a writer," quipped novelist Peter Devries, "What I can't stand is the paperwork." When it comes to writing memos, most business people would agree. Mounting evidence shows that memos may be small, but they give big headaches to everyone from secretaries to corporate officers. They are hard to write quickly and clearly, are like "War and Peace" to read, require Miss Marple to figure out, and, if written in the wrong tone of voice, can m A memo, short for memorandum, is an essential instrument in virtually any business organization. It is a tool of relatively simple recorded communication within the internal parts of the organization, yet provides the classically perfect blend of informativeness and casualness to not become a useless scribbling, informationally or bureaucratically speaking. This is what you have to aim in the intention of writing a good memo for someone. This is a very basic question in writing any memos to anyone. You are tasked with avoiding being uninformative while not giving out irrelevant informations. Would you give human resource assessments to the advertising manager? When it is time for you to write the memo, remember this basic format