

**COURSE OUTLINE—NEW COURSE FOR BAS HEALTH SERVICES
ADMINISTRATION
GEB 3213—PROFESSIONAL WRITING IN BUSINESS**

I. COURSE NUMBER AND TITLE

GEB 3213 – Professional writing in Business

II. COURSE DESCRIPTION

GEB 3213 is a 3 hour credit course. This course is intended to provide students with written communication skills essential for success in courses, as well as in professional settings after graduation. The course will stress techniques to improve writing skills, and will especially focus on teaching students how to apply the American Psychological Association (APA) style in writing and on avoiding plagiarism. Emphasis will be placed on report-writing and other forms of business correspondence.

III. RATIONALE

The Bachelor of Applied Science in Health Services Administration (BAS HSA) and Bachelor of Applied Science in Supervision and Organizational Management programs (Business Programs Department) are geared towards individuals considering managerial careers. GEB 3213 is a core course in both programs and provides students with strong written communication skills. Students will enroll in this course during their first semester in the program.

IV. IMPACT ASSESSMENT

This is a required course for all students in the program. Prerequisites: At minimum, an AA, AS or AAS degree, and meeting college admission requirements, admission to the HSA degree program, or with departmental permission. The course will require additional course loads for existing faculty or the hiring of part-time/full-time faculty.

V. COURSE LEARNING OUTCOMES

1. Students will understand the importance of professional writing in business and apply this information throughout the curriculum of study.
2. Students will know the fundamental principles of report-writing including the application of APA style, avoiding plagiarism and the importance of proper grammar and spelling.
3. Students will be aware of the different forms of written business communication.

VI. GENERAL OBJECTIVES OF THE COURSE

1. Have an understanding of the importance of effective written communication in business.
2. Understand the importance of proper sentence construction and correct spelling in professional communication.
3. Understand and apply the fundamentals of APA style in writing reports
4. Understand plagiarism in writing and how to avoid it.
5. Know about the various forms of business written communication.

VII. TOPICAL OUTLINE

1. Language in Context
2. English for Business Today
3. Writing Effective Sentences
4. English in Action
5. Punctuation
6. Verbs at Work
7. Pronouns
8. Modifiers
9. Practical Applications
10. Writing Traps
11. Writing Powerful Sentences
12. Building Paragraphs
13. Professional Communication
14. The Writer's Reference Manual

VIII. SUGGESTED METHODS OF INSTRUCTION

1. Lecture
2. Case studies
3. Online resources

IX. SUGGESTED METHODS OF EVALUATION

1. Quizzes
2. Individual projects (writing assignments)
3. Case studies
4. Class discussions