WRT227: Business Communication

- **Topics covered:** Common types of professional communication, including memos, letters, written and oral reports, and employment documents.
- **Average enrollment:** 22
- **Student demographic:** Business major, typically at sophomore / junior level
- **Teaching format:** Blended, meeting F2F once a week, with complementary online activities
- **Learning Outcomes:**
  - Complete four substantial writing projects for development, organization, and coherence
  - Revise and edit to meet conventions
  - Demonstrate awareness of audience needs
  - Research and synthesize relevant information
  - Deliver a group oral presentation on a business-related topic
  - Actively listen to others’ presentations

Course Changes

Considering the “blended” nature of this WRT227 course, I need to devote extra-meticulous attention to:

- Logical, consistent organization of materials, navigational patterns, learning sequences
- Learning objectives expressly linked to activities
- Varied activities targeting multiple learning styles
- Diverse content (text, images, audio, video)
- Opportunities for self-reflection
- Online tools for interaction and collaboration
- Clear, measurable assessment systems

Results

What results can I expect with these changes?

- Students perform better than those receiving face-to-face instruction (U.S. Department of Education, 2010).
- More active learning activities = students “learn by doing”
- “Guided inquiry” for autonomous & independent inquiry
- Increased metacognition, with student self-reflection (Stein and Graham, 2014)
- Course tailored to individual learning styles.