**MNA 1130  Business for Financial Services**

Course Description: This course teaches business professionals a structured approach to create clear, effective, professional business writing, including e-mail, memos, letters, and reports. (1 hr. lecture)

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<th>Course Competency</th>
<th>Learning Outcomes</th>
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| **Competency 1:** The student will demonstrate knowledge on the effectiveness of any type of business writing: | • Communication  
• Computer / Technology Usage |
| 1. Explaining the difference in context between a report, a proposal and electronic communications.  
2. Ensuring correct sentence structure, grammar and formatting when completing a written document.  
3. Applying key business writing skills such as the planning of document content, audience, and conversational styles. | |
| **Competency 2:** The student will acquire proficiency in business writing essentials by: | • Communication  
• Computer / Technology Usage |
| 1. Applying and identifying the why, who and what components in a content of written document.  
2. Utilizing proper sentence structure, verb tenses, grammar, and pronouns.  
3. Describing the 3 x 3 Writing process and understand the importance of pre-writing, drafting, and revising a document.  
4. Learning the benefits of utilizing web-based software programs available that assist in the review of written content for proper punctuation, grammar, and accurate content. | |
| **Competency 3:** The student will demonstrate knowledge in the analysis and the importance of the audience in written reports by: | • Communication |

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1. Defining the primary and secondary purposes of a written message.
2. Selecting the optimal communication channel through the analysis of the anticipated audience.
3. Employing expert writing techniques such as incorporating audience benefits, the “you” view and using conversational professional language.