



Course Description

MNA1130 | Writing for Financial Services | 1.00 - 3.00 credits

This course teaches business professionals a structured approach to create clear, effective, professional business writing, including e-mail, memos, letters, and reports.

Course Competencies:

Competency 1: The student will demonstrate knowledge of the effectiveness of any business writing:

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:

1. Applying and identifying the why, who, and what components in the content of the written document
2. Utilizing proper sentence structure, verb tenses, grammar, and pronouns
3. Demonstrating the 3 x 3 Writing process and understanding 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:

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

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Use computer and emerging technologies effectively