
ECU COURSE CATALOG

BUSINESS COMMUNICATION COURSES

BUCOM-3133 Business Communication and Report Writing 3 Credits

THE ESSENTIAL QUALITIES OF BUSINESS WRITING; PRINCIPLES OF WRITING EFFECTIVE BUSINESS LETTERS AND REPORTS; THE PSYCHOLOGY AND TECHNIQUES USED IN MODERN BUSINESS WRITING AND EXPERIENCE IN WRITING VARIOUS KINDS OF BUSINESS LETTERS. ANALYSIS OF BUSINESS PROBLEMS; METHODS OF DATA COLLECTION; ORGANIZATION OF DATA; ANALYSIS AND INTERPRETATION; QUESTIONNAIRE CONSTRUCTION; GRAPHIC AIDS; PROPOSAL PREPARATION; ACTUAL WRITING OF PROPOSAL AND FORMAL REPORT. Required Previous: ENG-1113