

**Vesalius College**  
Course description

**Course title:** Business Writing

**Course code:** CMM 206E

**Teacher responsible:** Dr. Kate Connelly

**Course description:**

This project-based course covers the complete processes involved in written business communication from the conceptualization to the development of print and graphic materials (long reports, grant proposals, business plans, correspondence); through the management of information as text and/or images, to participation in editorial meetings; and the preparation and oral critique and defense of written documentation. In addition, the course is designed to instill a sense of professionalism through prompt, accurate, and conscientious fulfillment of assignments; and will enable students to develop ethical standards relevant to professional communication.

**Course objectives:**

Over the course of the semester, students in CMM 206E will be asked to undertake the development and production of a complete portfolio of business communication materials including:

- A small business proposal (minus the financial information)
- A website (content, structure and design) for your small business
- Marketing materials in the form of:
  - A full-page advertisement for a daily newspaper (to be coordinated with the Print Journalism class)
  - A “launch” event flyer/poster/mailer
  - A press release
  - A personnel advertisement for a position in the organization

Furthermore, students will present their portfolio as part of a business plan (w/o financial information) for a small business to potential “investors” (faculty members from Communications and Business; and members of the Brussels business community).

**Grade weighting scheme:**

Case study responses (three, at 10% each)	30%
Portfolio: Business Communications Materials	35%
CV and job application letter	5%
Presentation of Portfolio	15%
Final exam	15%

**Used course material (handbooks, readers, readings, newspapers, magazines) and references:**

- Course Reader (composed primarily of articles from the IABC publication *Communication World* and other business and/or communications-oriented periodicals, and excerpts from several handbooks on business writing)
- Simmons, John. *We, Me, Them and It: How to Write Powerfully for Business*. Marshall Cavendish Business Publications. UK: 2006.