UNIVERSITI TEKNOLOGI MARA
EWC662: ENGLISH FOR BUSINESS CORRESPONDENCE

Course Name (English)	ENGLISH FOR BUSINESS CORRESPONDENCE `APPROVED`
Course Code	EWC662

MQF Credit	2

Course Description	This is a course designed to provide students with the language skills necessary to communicate effectively when writing letters, memos and emails in work-related situations. It focuses on developing students' ability to analyse and produce written business correspondence using the correct language, format, structure and tone.

Transferable Skills	Demonstrate ability to identify and articulate self skills, knowledge and understanding confidently and in a variety of contexts. Demonstrate ability to manage personal performance to meet expectations and demonstrate drive, determination, and accountability. Demonstrate ability to communicate clearly and confidently, and listen critically. Demonstrate ability to socialize with people from different walks of life. Demonstrate enthusiasm, leadership and the ability to positively influence others. Demonstrate maturity of thoughts when responding to multiple inputs and contexts. Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving. Demonstrate ability to investigate problems and provide effective solutions. Demonstrate ability to analyse issues/problems from multiple angles and make suggestions. Demonstrate ability to work professionally and contribute positively in a team.

Teaching Methodologies	Lectures, Inquiry-based Learning, Web Based Learning, Language Enrichment Activities, Reading Into Writing Task, Problem Based Learning (PBL), Discussion

CLO	CLO1	Practice good values and attitudes in written form for business correspondence
	CLO2	Communicate and articulate ideas effectively using appropriate language for business correspondence in written form
	CLO3	Retrieve and manage information to prepare a portfolio of formal business correspondence

Pre-Requisite Courses	No course recommendations

Reading List	**Recommended Text**	• Shirley Taylor 2012, *Model business letters, emails and other business documents*, 7th ed. Ed., FT Press USA [ISBN: 027375193X]
	Reference Book Resources	• Robert W. Bly, Regina Anne Kelly 2009, *The encyclopedia of business letters, faxes, and emails*, Original edition Ed., Career Press Franklin Lakes, NJ [ISBN: 1601630298] • Guffey, M. A. & Loewy, D. 2011, *Essentials of business communication.*, 9th ed. Ed., Cengage Learning Inc. Ohio, USA [ISBN: 978-111182122]
Article/Paper List	**Reference Article/Paper Resources**	• Purdue University 2014, The Purdue Owl:Professional, Technical Writing, *Owl Writing Lab* https://owl.english.purdue.edu/owl/section/4/16/

Other References	• **Website Purdue University Online Writing Lab 2014**, *Sample Letters*, **USA** **https://owl.english.purdue.edu/owl/resou rce/653/2/** • **Website Cengage Learning***Sample Letters*, **USA** **http://www.cengage.com/resource_uploads/** **downloads/0538728841_177015.pdf**