MGT 590 Effective Business Writing for Management

Term: Summer 2016

Credits: 1 quarter credit

Instructor: Brenda Buratti (buratti@ohsu.edu)

Course meets online: June 27 – August 5, 2016

Face-to-Face Dates: This course meets online only. There are no face-to-face meetings for this course.

Required Materials:


Textbook prices vary by format and vendor.

Course Description

Tailored to meet the individual writing needs of management professionals, this course reviews and practices standard conventions in grammar and punctuation, and innovative stylistics using a highly interactive format. The course addresses both electronic (email) and traditional (letter, summary, presentation) managerial writing tasks with the goal of clearer, more concise business communication.

Course Objectives

Upon successful completion of this course, students will be able to:

- Understand and apply the key strategies of communication in a business environment
- Display consistency and accuracy in punctuation and grammar
- Synthesize and organize material into a logical and clear executive memo
- Communicate effectively via email and other contemporary communication platforms
- Understand the concept of personal brand and integrate it into a resume and cover letter
- Create a concise PowerPoint presentation