



BT 1430

Division: Business and Technology

Department: Business Technology

Course: BT 1430

Title: Advanced Word Processing

Catalog Description:

This course covers advanced word processing and basic desktop publishing techniques to enhance the readability of documents such as business correspondence, business cards, flyers, brochures, promotional documents, presentation materials, newsletters, reports, and manuals.

General Education Requirements: N/A

Semesters Offered: TBA

Credit/Time Requirement: Credit: 3; Lecture: 3; Lab: 0

Clock/Hour Requirements: 0

Offered for Non-Credit: Yes

Prerequisites: BT 1420 or equivalent

Justification:

This class is a critical component in almost any field of business. It will prepare students for BT 2420 (Desktop Publishing). The Business Technology Advisory Committee believes that a student graduating with a certificate or Associate of Applied Science degree in Business Technology should take this course. Similar courses are offered throughout the state, such as Utah Valley State College (BCOT 2450). Upon completion of this course, students will be prepared to take the Microsoft Office Specialist exam at the expert level for Word.

Student Learning Outcomes:

Upon successful completion of this course, the student will be able to

- Create business and personal documents.
- Prepare promotional documents, web pages, and PowerPoint presentations.
- Prepare publications.

Content:

Course objectives will be accomplished by

- Understanding the desktop publishing process

- Preparing internal documents
- Creating letterheads, envelopes, and business cards
- Creating personal documents, such as CD labels, calendars, address labels, and certificates
- Creating promotional documents
- Creating brochures and booklets
- Creating specialty promotional documents
- Creating web pages
- Creating presentations using PowerPoint
- Creating a newsletter and incorporating newsletter design elements

General Education Outcomes:

4) Retrieve, evaluate, interpret, and deliver information through a variety of traditional and electronic media.

Students who successfully complete this course will retrieve data from a variety of electronic media, read and evaluate information, and apply appropriate procedures to accomplish the given task. Students will proofread for content and format and make all necessary corrections. Documents will be submitted in both electronic and paper form.

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Students will apply design concepts to produce and enhance a variety of business and personal documents using industry standard word processing software.

Key Performance Indicators:

Assignments and projects will be evaluated to determine proper formatting and presentation of information: 40 percent of the final grade

Objective exams will evaluate the understanding of theory and terminology used in advanced word processing and desktop publishing processes and production exams will give students an opportunity to demonstrate their skill creating a variety of business documents: 40 percent of the final grade

A portfolio will be prepared throughout the semester demonstrating mastery of Word: 10 percent of the final grade

Class participation and attendance: 10 percent of the final grade

Percentages are approximate.

Representative Text and/or Supplies:

Microsoft Advanced Word Desktop Publishing, Signature Series, current edition or equivalent, EMC/Paradigm.

or

College Keyboarding Advanced Word Processing, current edition or equivalent, South-Western.

Optimum Class Size: 18

Maximum Class Size: 20

Signatures:

I hereby submit this course syllabus:

Lisa Anderson, MS, Associate Professor

I hereby find this course consistent with the goals and resources of the Business Technology Department:

Lisa Anderson, MS, Associate Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)