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Course Name

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Code No.**I. COURSE DESCRIPTION:**

A strong business communication foundation will be developed as students practice business writing, listening, and oral skills. Students will follow a three-step writing process and apply this process to business messages including letters, memos, and email messages. Routine business correspondence as well as good-news/bad-news, goodwill, and persuasive messages will be written. Business reports, proposals, and presentations will also be developed. Grammar, sentence mechanics, and word usage will be incorporated into the daily work and will be part of all tests.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**

Upon successful completion of this course, the student will demonstrate the ability to:

1. Communicate through written and verbal messages suitable for a business environment.

Potential Elements of Performance:

- Understand the communication process
- Adopt an audience-centred approach to communication
- Apply appropriate sensitivity and ethics to the modern workplace communications

2. Write and Revise Business Documents.

Potential Elements of Performance:

- Understand the basics of business writing
- Follow the writing process for business messages and oral presentations
- Analyze the purpose for writing and the audience
- Use appropriate technology to improve writing
- Research topics effectively
- Organize data efficiently
- Use effective sentences without common grammatical errors:
  - Active and passive voice
  - Parallelism

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- Unity
  - Imprecise writing
  - Mixed constructions
  - Dangling and misplace modifiers
  - Paragraph coherence
  - Compose a first draft
  - Understand the process of revision
  - Proofread effectively for common errors such as
    - Concise wording
    - Wordy prepositional phrases
    - Outdated expressions
    - Needless adverbs
    - Fillers
    - Jargon, slang, and clichés
3. Utilize a three-step writing process to prepare and deliver business messages efficiently and effectively using appropriate business language and correct grammar..

Potential Elements of Performance:

- Define and apply the three-step process: planning, writing, revising
- Develop a plan for writing e-mails and memos
- Format e-mails
- Improve e-mail and memo readability with listing techniques
- Write to inform, request, or respond
- Write everyday business letters
  - Information and action requests
  - Simple claim requests
  - Order requests
  - Information response letters
  - Customer order responses
  - Customer claim responses
  - Letters of recommendation
  - Goodwill messages
  - Persuasive claims and complaint messages
  - Persuasive suggestions
  - Sales letters
  - Online sales letters
  - Bad news messages
  - Refusals for requests and claims
  - Collection letters

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4. Plan and write business reports, proposals, and presentations using correct formats, punctuation, grammar, and references.

Potential Elements of Performance:

- Understand the function of reports
  - Understand report formats and organization
  - Apply appropriate guidelines for writing informal reports
  - Choose the appropriate format from the six kinds of informal reports
  - Prepare informal and formal proposals
  - Prepare appropriately prior to writing a formal report
  - Research secondary data
  - Generate primary data
  - Illustrate data effectively
  - Document data to avoid plagiarism
  - Present a final report
6. Communicate effectively in person, by telephone, and in meetings

Potential Elements of Performance:

- Understand how to use your voice as a communication tool
- Develop constructive criticism skills
- Follow procedures for planning and participating in productive business meetings
- Prepare effective oral presentations
- Develop a rapport with the audience to enhance understanding
- Design effective visual aids, handouts, and computer presentation materials
- Apply effective delivery techniques for use before, during, and after a presentation

### III. TOPICS:

**Note:** These topics sometimes overlap several areas of skill development and are not necessarily explored in isolated learning units or in this order.

1. Today's Communication Challenges
2. Writing for Business Audiences

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3. Improving Writing Techniques
4. Revising and Proofreading Business Messages
5. Preparing E-Mails and Memos
6. Preparing Routine Letters and Goodwill Messages
7. Preparing Persuasive Messages
8. Preparing "Bad News" Messages
9. Preparing Informal Reports
10. Preparing Proposals and Formal Reports
11. Communicating in Person, by Telephone, and in Meetings
12. Giving Oral Presentations

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

Essentials of Business Communication – Fifth Canadian Edition. Mary Ellen Guffey and Richard Almonte. Thomson Nelson, 2007. ISBN 0-17-641503-3

Manila file folders (3) – letter size

USB Memory Stick

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Three Tests:

Test #1 .....	<b>20%</b>
Test #2 .....	<b>40%</b>
Test #3.....	<b>40%</b>
<b>TOTAL.....</b>	<b>100%</b>

The following semester grades will be assigned to students in post secondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00

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F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/ clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

## VI. SPECIAL NOTES:

- Special Needs:  
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 2493 so that support services can be arranged for you as soon as possible.
- Retention of Course Outlines:  
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post secondary institutions.
- Plagiarism:  
Students should refer to the definition of “academic dishonesty” in the “Statement of Student Rights and Responsibilities”. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

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4. Course Outline Amendments:  
Substitute course information is available in the Registrar's office.
5. The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.
6. Students are expected to be present to write all tests during regularly scheduled classes. In the event of a failed course grade, a supplementary test based on the semester's work will be administered to replace EITHER the lowest failed OR one missed test.
7. A disk labeled with the student's, professor's, and the course name MUST be available for each test. All work must be labeled with the student's name and the project information on each page. All work must be submitted in a labeled folder complete with a plastic disk pocket.
8. It is expected that 100 percent of classroom work be completed to properly prepare for each test. Work will be evaluated both during class and by the professor outside of class so attendance is critical to success.
9. During testing, the program's on-line help may be available. Tests will not be "open book". Students must ensure that they have the appropriate tools to do the test (i.e. diskettes, pencil, pen, etc.).
10. Proofreading is an integral part of this course. Marks will be deducted for all proofreading and spelling errors as per the departmental grading scheme.
11. Regular attendance is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.
12. Test papers will be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student will be required to return all test papers to the instructor who will keep them on file until the end of the next module. Any questions regarding grading of individual tests must be brought to the professor's attention within two weeks of the test paper being returned.

**VII. PRIOR LEARNING ASSESSMENT:**

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Students who wish to apply for advanced credit in the course should consult the instructor.

**VIII. DIRECT CREDIT TRANSFERS:**

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.