

M: Course Objectives / Learning Outcomes

The students will become aware of the need for, and learn to appreciate the value of clear, concise, courteous prose as an indispensable communications tool in business.

Special Course Objectives

By the end of the course, the students will be able to:

1. Use the correct language fundamentals in all written assignments
2. Use precise word choice in all written assignments
3. Interpret and summarize relevant business readings
4. Prepare memoranda consistent with professional standards and practice
5. Write effective business correspondence in a variety of relevant situations consistent with professional writing standards and practice
6. Prepare written reports using language conventions consistent with professional writing standards
7. Demonstrate report-writing style and format consistent with professional writing standards and practice
8. Perform primary or secondary research and analyze it for relevant date
9. Prepare a correctly written report using primary and secondary source materials relevant to the student's major program
10. Demonstrate an understanding of correct format and bibliographical methods in appropriate written assignments
11. Work effectively with other students in group projects
12. Accept, provide and learn from courteous and objective criticism.

N: Course Content:Communication Skills

tone and diction appropriate to specific writing situation
 connectedness and coherence at paragraph- and text-level
 organizational strategies
 clarity and conciseness
 headings and layout
 format
 procedures for conducting primary and secondary research, and communicating the results of such research.

Writing Tasks

Business Letters
 Memoranda e.g. proposal, progress
 Summary
 Major Report (1500 - 2000 words requiring research and analysis)
 Job Package.

O: Methods of Instruction

This course will emphasize learning through doing. Working individually and in groups, students will be involved in the discussion, analysis and interpretation of various workplace-writing activities and case studies. Under the instructor's guidance, students will integrate the results of primary or secondary research with correct language principles in a wide variety of workplace writing -- summaries, memoranda, letters and reports. Other methods include lectures, group discussions and possibly field trips.

P: Textbooks and Materials to be Purchased by Students**Texts such as the following:**

Successful Writing at Work, (Kolin)
Business Communications: Strategies and Skills, (Huseman, et al)
Technical Writing: A Reader-Centered Approach, (Anderson)

Q: Means of Assessment

Evaluation will be based on this general outline:

Correspondence	10%
Proposal Memo	10%
Progress Report	5%
Graphics	5%
Summary	10%
Research Report	25%
Job Package	10%
Other (writing exercises, quizzes, peer editing, participation)	<u>25%</u>
	100%

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

Yes

 Course Designer(s)

 Education Council / Curriculum Committee Representative

 Dean / Director

 Registrar