



**School of Health Sciences,
English and Humanities**

English Department

Course Outline – Winter 2014

ENG 2243

Business English Skills II

Prepared by: [B. A. Wiersma] English Department

June 2013

Approved by: [G. Shortt] Associate Dean

Prerequisite: ENG 1244

Corequisite: None

1. Course Description

This communications course emphasizes the research process through documentation, quoting, paraphrasing and summarizing and the writing of effective business communications including memoranda, email, and short reports. Other tasks include development of writing skills and style, running business style meetings and creating a business style cumulative report.

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

No Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

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

1. Demonstrate knowledge of business communication in the workplace.
2. Write error-free business communications.
3. Write effective business memoranda and email.
4. Utilize information literacy skills in research and writing.
5. Write a business style formal report.
6. Participate in business style meetings.
7. Utilize APA documentation style.
8. Apply written and verbal instructions.

4. Learning Objectives

		Learning Outcome Reference Number
Unit 1 - Workplace Communication		
1.1	Use ethical behaviour in all forms of business communication	[1]
1.2	Choose an appropriate medium to carry a message	[1, 3]
1.3	Identify the significance of cross-cultural communication to today's successful businessperson	[1]
1.4	Assess the appropriateness of electronic or written communication for the assigned scenario	[3]
1.5	Apply the rules of workplace etiquette to various forms of communication	[1,3]
1.6	Utilize the principles of work-team communication	[1, 6]
1.7	Use standard English in all business communications.	[2]
1.8	Develop knowledge of appropriate business etiquette in communication	[1]
1.9	Learn to interpret body language and other non-verbal forms of communication	[1]
Unit 2 - Written Business Communication and Style		
2.1	Write specifically to the reader's needs	[1, 3]
2.2	Use simple, positive, standard business words	[1, 2]
2.3	Use strong verbs	[1, 2]
2.4	Use concise expressions	[1, 2]
2.5	Analyze workplace communications for clarity, conciseness and correctness	[1, 2]
2.6	Eliminate wordiness, slang, jargon, clichés, expletive constructions and passive voice. [1, 2]	
2.7	Develop a vocabulary of business terminology	[1]
2.8	Write courteously.	[1, 2]
2.9	Revise written work.	[1, 2]
2.10	Use appropriate memorandum format	[3]
2.11	Use appropriate format for email and attachments	[3]
2.12	Use appropriate format for letters	[3]
2.13	Apply principles of bad-news and persuasive messages to workplace communications	[3]
2.14	Write various types of business correspondence which may include request, complaint, response to complaint, instruction, thank you, routine memo, progress report, incident report, travel/conference report or completion report.	[3]
Unit 3- Information Literacy		
3.1	Correctly format source materials with APA documentation style	[4,7,8]
3.2	Analyze research material content for depth of insight	[4]
3.3	Evaluate the source of research materials	[4]
3.4	Integrate research materials into writing	[4]
Unit 4 - Formal Report		
4.1	Determine the content of a formal report considering audience and purpose	[5]
4.2	Use research to prepare the content of a formal report	[4, 5]
4.3	Document research using APA format	[7]
4.4	Write a short formal business report (cover, title page, letter of transmittal, summary, table of contents, findings, References page and appendix)	[5]
4.5	Use the techniques for incorporating borrowed information: paraphrasing, summarizing and quoting.	[4, 7]
4.6	Follow the steps in the process of creating a business style report.	[5]

Unit 5 Business Meetings

5.2 Create appropriate business meeting minutes.

[6]

5. Resources and Supplies

a. Required

Meyer, C. (2010). *Communicating for results: A Canadian student's guide*. (2nd ed. updated). Don Mills: Oxford University Press.

Students have the option of purchasing either a hard copy or an e-text.

Students will be required to submit their formal report work in two-pocket folders.

6. Methodology

This course will consist of interactive lectures, quizzes, discussion and questioning, simulation/labs, individual assignments and reports, and project-based learning. This course is designated mobile in some sections: mobile sections are expected to bring a laptop for use in class.

7. Student Evaluation

The following elements will determine the student's final grade:

Memo, email and letter assignments (4@ 5%)	20%
Business communication assignment	10%
Information Literacy	
APA references test	15%
Paraphrase/Quote/Summary assignment	5%
Writing style and skills test	10%
Business meeting minutes	5%
Business report process	5%
Business research report	<u>30%</u>
	100%

Course Specific Requirements

- Memos, emails and other assignments will be completed in a computer lab or in a mobile section on a laptop; these assignments will be completed within the class period.
- The business research report must be signed off by the due date at 5 different stages as detailed in the assignment.
- Students will submit all work on their business research report with all required documents in a two-pocket folder at each stage at assigned due dates.
- At the business research report due date, students will submit their finished report in a two-pocket folder containing their signed materials and copies of source material with the borrowed information highlighted.
- All borrowed material in the informal report must be referenced both in-text and in a reference list.

- Students will be directed to submit the business research report to turnitin.com
- Late assignments and reports will not be graded.

Round-off mathematical principles will be used. Percentages are converted to letter grades as follows:

Mark (%)	Grade	Grade Point	Mark(%)	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade for this course is D. Some programs, however, may require a higher grade for progression through, or graduation from, the program. Students should check program requirements.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#).

9. Related Items

Students with Disabilities

If a student has a disability, he or she should identify personal needs to the professor and/or the Accessibility Centre so that support services can be arranged. This can be done by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the professor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College Policy 2002-2-06 "Student Rights and Responsibilities and Discipline."

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to adhere to parameters set out by subsection 1.3.4 "Academic Dishonesty" in the Lambton College Policy 2002-2-06 "Student Rights and Responsibilities and Discipline."

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment.

No **Yes**

Students should contact the Counselling Department for advice on a Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy and currency of this course outline. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.