Lambton College

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

English Department

Course Outline – **Winter 2014**

ENG 1244   **Business English Skills I**

Prepared by: [C. Brassard, M. Recchia, B. A. Wiersma] English Department   June 2013

Approved by: [G. Shortt] Associate Dean

Prerequisite: None

Corequisite: None

1.   **Course Description**

This course emphasizes the writing of effective business communications, including letters, memoranda, email, and short reports. Other tasks include applying proofreading and editing skills. These skills will prepare the student for the work environment, which requires practical business writing to be clear, correct, and concise. Students are introduced to the research process and develop critical thinking skills.

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
#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.   Edit documents.

2.   Write error-free business communications.

3.   Write effective business letters, memoranda, email, and short reports.

4.   Develop information literacy skills.

5.   Apply written and verbal instructions.

4.   **Learning Objectives**

		Learning Outcome Reference Number
Unit 1	**Grammar**	
1.1	Use plural nouns correctly.	[1,2]
1.2	Use challenging possessive nouns correctly.	[1,2]
1.3	Use personal pronouns correctly.	[1,2]
1.4	Make pronouns agree with antecedents in number and gender.	[1,2]
1.5	Use active- and passive-voice verbs correctly.	[1,2]
1.6	Use subjunctive mood correctly.	[1,2]
1.7	Use verb tenses and parts correctly.	[1,2]
1.8	Make verbs agree with complicated and alternate subjects in sentences.	[1,2]
1.9	Use gerunds, infinitives, and participles correctly.	[1,2]
1.10	Use comparative, superlative, demonstrative, compound, and successive adjectives correctly.	[1,2]
1.11	Use challenging prepositions correctly.	[1,2]

1.12   Use conjunctions correctly when combining sentences to join equals and unequals. [1,2]

Unit 2 Punctuation
2.1   Use commas correctly. [1,2]
2.2   Use semicolons and colons correctly. [1,2]
2.3   Use periods correctly, including correct usage with abbreviations and numerals. [1,2]
2.4   Use question marks and exclamation marks correctly. [1,2]
2.5   Use acceptable applications for dashes and parentheses. [1,2]
2.6   Use double and single quotation marks correctly. [1,2]
2.7   Use brackets, underscores, and italics appropriately. [1,2]
2.8   Use capitals properly with a wide variety of specific nouns, pronouns, adjectives, and applications in business-specific content. [1,2]
2.9   Use figures or word forms when expressing numbers in a variety of different situations. [1,2]

Unit 3 Editing and Proofreading
3.1.   Proofread assigned passages as well as one's own written documents. [1,5]
3.2.   Edit assigned passages as well as one's own written documents. [1,5]
3.3.   Write effective sentences by eliminating unnecessary and overused words. [1,2]
3.4.   Use sentence combining to write effective sentences. [1,2]
3.5.   Spell often-used words correctly by locating and using reference tools. [1,2]
3.6.   Use the correct tone and style when composing business documents. [1,3]
3.7.   Use the correct format for business documents. [1,3]
3.8.   Choose the correct word for different purposes. [1,3]

Unit 4 Written Business Correspondence
4.1   Compose correct business letters, memoranda and emails. [2,3]
4.2   Write business correspondence using the appropriate style and format for a given situation: to inform, to request, to refuse, or to acknowledge. [2,3,5]
4.3   Write a short informal report. [2,3,4,5]
4.4   Use appropriate headings. [3]
4.5   Incorporate borrowed information. [3,4,5]

Unit 5 Information Literacy
5.1   Identify a research topic [4]
5.2   Determine the nature and extent of the information needed. [4]
5.3   Locate relevant research material from the library resources and the Internet. [4]
5.4   Retrieve relevant research material from the library resources and the Internet. [4]
5.5   Assess the quality and appropriateness of research sources. [4]
5.6   Identity key ideas in a passage. [4,5]
5.7   Summarize a passage. [4]
5.8   Write concise answers to questions for practical purposes. [4,5]
5.9   Revise writing. [1]
5.10 Edit writing. [1]

5.   Resources and Supplies

a. Required
Guffey, M. E., Seefer, C. M. ,& Burke, P. (2013). *Canadian business English* (6th ed.).
       Toronto, ON: Nelson Education.

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

b. Supplemental
Avis, W.S., Drysdale, P.D., Gregg, R.J., Neufeldt, V.E., & Scargill, M.H. (2000). *Gage
        Canadian dictionary*. Toronto: Gage.

6.   Methodology

This course will consist of interactive lectures, discussion and questioning, simulation/labs,
individual assignments and reports, and project-based learning. Complementary online
components may be used in conventional sections.

7.   Student Evaluation

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

Editing Assignments (4 @ 10%)		40%
Emails, Memos, and Letters (4 @ 5%)		20%
Information Literacy		
	Critical Reading (including summary)	5%
	Assignments (5 @ 3%)	15%
Informal Research Report		20%
		100%

Special Requirements
- Letters, memos, emails, and other assignments will be completed in a computer lab.
- Assignments completed during lab classes will be done with word processing programs
  open only. Other open applications may result in a cheating penalty.
- The informal report must be signed off by the due date at both the outline and draft
  stages or the finished report will not be graded.
- Students will submit all work on their informal report with all required documents in a
  two-pocket folder at each stage at assigned due dates. Incomplete folders will not be
  graded or approved.
- At the informal report due date, students will submit their finished report in a two-
  pocket folder containing their signed outline, signed draft, originality report, and
  copies of source material with the borrowed information highlighted. Incomplete
  folders will not be graded.
- All borrowed material in the informal report must be referenced both in-text and in a
  reference list.
- Students will be directed to submit all reports to turnitin.com. These assignments will
  not be graded unless accompanied by their turnitin.com feedback sheets.
- Late assignments and reports will not be graded.

English Department Policy

Assignments
- Content and procedures for all assignments will be set by individual professors and will be consistent with course outlines.
- Assignments may be completed using printed support material, e.g. course textbook, dictionary, language dictionary, thesaurus.
- Assignments may be completed in class. No photocopies of texts will be allowed, and texts from other courses will not be allowed for these assignments.
- Electronic translators may be used for assignments, essays, and reports.

Essays and Reports
- For essays and reports, individual professors will specify the work that must be completed in class.
- Original assignments, essays, and reports must be submitted. Previously written assignments, essays, and reports will not be graded.
- Faculty will not proofread or edit student assignments, essays, reports, or drafts of essays or reports. Faculty may suggest areas of concern with respect to mechanical and sentence structure and may comment on organization, paragraph development, quality of content, style, and format in their own students' assignments, essays or reports prior to the assignment, essay or report's final evaluation.
- Students may be required to provide an oral defense of a paper.

Lab Assignments
- Only the application being used for the specific computer lab assignment may be open on the computer.

Tests and Exams
- Tests and exams may be written using printed support material, e.g. course textbook, dictionary, language dictionary, thesaurus.
- No photocopies of texts will be allowed for tests and exams, and texts from other courses will not be allowed.
- Texts will not be shared during tests and exams.
- Tests will normally be written in class, but if there are time constraints in completing required work in the course, take-home tests may be used.
- Missed tests and exams will not be rewritten.

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.