



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

English Department

Course Outline – Winter 2014

ENG 3123

Written Business Communication

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Prerequisite: ENG 2113 or ENG 2223

Corequisite: None

1. Course Description

This course introduces the student to various forms of written business communications including letters, memoranda, reports, summaries and instructions. Students will conduct research and cite it properly in their writing. Students will give a group presentation and PowerPoint. Also, editing, spelling, grammar, and punctuation are incorporated into the course. In performing specific tasks, the student learns to write effectively.

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. Use specific strategies to make written business communication clear.
2. Write standard business correspondence and documents for a variety of situations.
3. Research a topic and evaluate source material.
4. Write a short formal research business report using APA format .
5. Document borrowed information using APA format.
6. Create a PowerPoint or Prezi and deliver a group presentation.
7. Read, comprehend and follow directions.
8. Recognize and develop skills for successful professional behaviour.

4. Learning Objectives

Unit 1 - Communication Theory

- 1.1 Use ethical behaviour in all communications to ensure the communication process

Learning Outcome
Reference Number

[7]

- 1.2 Choose an appropriate medium to carry a message [1,2]
- 1.3 Understand the significance of cross-cultural communication to today's successful businessperson [1,7]
- 1.4 Assess the appropriateness of electronic or written communication for the assigned scenario [1,2]
- 1.5 Apply the rules of workplace etiquette to various forms of communication [1,7]
- 1.6 Understand and utilize the principles of work-team communication [7]
- 1.7 Use standard English in all business communications. [1]

Unit 2 - Writing Style

- 2.1 Write specifically to the reader's needs [1,2,6]
- 2.2 Choose the correct word from two or more words that are often confused [1]
- 2.3 Use simple, positive, standard business words [1]
- 2.4 Use strong verbs [1]
- 2.5 Use concise expressions [1]
- 2.6 Analyze workplace communications for clarity, conciseness and correctness [1]
- 2.7 Eliminate wordiness, slang, jargon, clichés, expletive constructions and passive voice. [1]

Unit 3 - The Writing Process

- 3.1 Write in a unified way indicating clearly the purpose of the piece [1]
- 3.2 Apply appropriate style and tone into business writing [1]
- 3.3 Write coherently by organizing ideas logically and by using transitional words and phrases [1]
- 3.4 Determine the audience and purpose, organize the information, write a draft, edit and rewrite and read the final draft. [1,2]

Unit 4 - Visual Communication

- 4.1 Apply effective visuals to text to present an idea clearly [1]
- 4.2 Incorporate visual aids into text using conventional formats [1]
- 4.3 Create a PowerPoint based on research material [1]
- 4.4 Use a blog, a wiki or both for written business communication. [1]

Unit 5 - Standard Business Correspondence

- 5.1 Apply full-block letter format with letterhead [1]
- 5.2 Use appropriate memorandum format [1]
- 5.3 Use appropriate format for informal reports [1]
- 5.4 Use appropriate format for email and attachments [1]
- 5.5 Apply principles of the following to workplace communications: routine messages, persuasive messages, bad news messages, organizing reports, collecting and analyzing data [1,2]
- 5.6 Write various types of business correspondence which may include request, complaint, response to complaint, resignation, application-unsolicited, sales, acceptance/confirmation, instruction, thank you, routine memo, progress report, incident report, travel/conference report or completion report. [1,2]

Unit 6 - Short Formal Research Report

- 6.1 Determine the content of a formal report considering audience and purpose [3]
- 6.2 Use research to prepare the content of a formal report [3]
- 6.3 Document research using APA format [4,5]

- 6.4 Write a short formal report (cover, title page, letter of transmittal, summary, table of contents, body, References page and appendix) [3,4,5]
- 6.5 Appropriately use the techniques for incorporating borrowed information: paraphrasing, summarizing and quoting. [3]

5. Resources

a. Required

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

English Department, Lambton College. (2013). *APA documentation guide: Setting up research papers* (9th ed.). Sarnia, ON: Lambton College.

b. Supplemental

None

6. Methodology

This course may consist of lectures, discussions, student-led presentations, assigned readings, in-class assignments, homework assignments, research, group work, or individual consultations.

7. Student Evaluation

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.

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

Group company profile	10%
Communication theory assignment/test	10%
Business writing style assignment/test	10%
Email/letter/memorandum 3@5%	15%
Group PowerPoint	10%
Group meetings and supporting documents	10%
Short formal report (APA formatted citations and references)	25%
Report process	5%
Transmittal memo/letter	<u>5%</u>
Total	100%

Students must pass the short formal report as part of a passing grade for this course.

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 round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Special Requirements

- All papers and presentations must follow APA format as set out in the *APA Documentation Guide: Setting Up Research Papers*.
- All papers must be signed off by the due date at both the outline and draft stages, or the finished paper will not be graded.
- Late finished papers will not be graded.
- Students must submit reports to turnitin.com. These reports will not be graded unless accompanied by their turnitin.com originality reports.
- At the draft due date, the draft must be complete, in a two-pocket folder, and must have complete in-text citations, references, and copies of all source material with the borrowed information highlighted, or the final report will not be graded.
- Students will submit their reports in a two-pocket folder containing their signed outlines, signed drafts, completed research paper sign-off sheet, originality reports, finished paper, and copies of all source material with the borrowed information highlighted. Incomplete folders will not be graded.
- Assignments completed during lab classes will be done with word processing programs open only. Other open applications may result in a cheating penalty.

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.

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 you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor 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.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

☒

Yes

☐

No

If yes has been selected, you may choose to contact the Counselling Department for advice on 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 of this information as of the date of publication. 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.