



SEPTEMBER 2003 CURRICULUM GUIDELINES

A. Division: **Instructional** Effective Date: **SEPTEMBER 2003**

B. Department / **Commerce & Business Admin.** Revision New Course
 Program Area: **Office Administration**

If Revision, Section(s)
 Revised:
 Date of Previous Revision:
 Date of Current Revision:

C: **OADM 219** D: **BUSINESS COMMUNICATION** E: **3**

Subject & Course No.	Descriptive Title	Semester Credits
F: Calendar Description: This is a BCCampus online provincial course. Business Communication teaches you how to plan, organize and write correct and effective "reader-friendly" business documents appropriate for use in today's global business environment. You will learn how to write business letters, memos, reports, and electronic messages.		
G: Allocation of Contact Hours to Type of Instruction/Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Online learning Number of Contact Hours: (per week / semester for each descriptor) 5 hours per week Number of Weeks per Semester: 12 weeks x 5 hours per week = 60 hours	H: Course Prerequisites: OADM 107	
	I: Course Corequisites: Nil	
	J: Course for which this Course is a Prerequisite	
	K: Maximum Class Size: 24	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)		

M: Course Objectives / Learning Outcomes

Upon successful completion of this course you will be able to:

1. Demonstrate awareness of reader needs through the application of clear, persuasive writing techniques.
2. Apply techniques for planning, organizing, and writing effective business documents such as letters, memoranda and reports.
3. Use an email client program to write clear and effective email messages.
4. Apply word processing skills to format effective, attractive, 'reader-friendly' documents appropriate for business.
5. Analyze written communication to ensure grammatically correct writing.
6. Produce mailable documents that are free from grammar, spelling and punctuation errors.

N: Course Content:

1. Vocabulary, spelling and proofreading (reinforcement exercises)
2. Process, goals and challenges of communication
3. Basic writing techniques
 - a) plain language
 - b) jargon and slang
 - c) precise verbs, concrete nouns, vivid adjectives
 - d) clichés, repetitive words, redundancies and outdated expressions
 - e) conciseness
4. Advanced writing techniques
 - a) positive language
 - b) reader benefits
 - c) inclusive language
 - d) emphasis and de-emphasis
 - e) unity and parallelism
 - f) active and passive voice
 - g) paragraph writing.
5. Memoranda and email
 - a) writing strategies
 - b) functions of memos
 - c) characteristics of memos
 - d) writing plan for memos
 - e) informing, requesting and responding
6. Letters that make routine requests
 - a) information request letters
 - b) order letters
 - c) claim letters
7. Letters that respond positively
 - a) response letters to information requests
 - b) response letters to order requests
 - c) response letters to claim requests
8. Letters and memoranda that carry negative news
 - a) indirect strategy
 - b) request refusal letters
 - c) claims refusal letters
 - d) credit refusal Letters
9. Letters and memoranda that persuade
 - a) persuasive request letters
 - b) sales letters
10. Goodwill and special messages
 - a) letters of appreciation, congratulations and sympathy
 - b) recommendation letters
 - c) form letters

<p>11. Informal reports</p> <ul style="list-style-type: none"> a) types of informal reports b) report formats c) reporting writing guidelines d) information reports e) recommendation reports f) justification and progress reports g) minutes and summaries 										
<p>O: Methods of Instruction Communication between instructor and students will be conducted online using the WebCT email, discussion and chat utilities. The instructor will guide the students through a series of learning objectives using motivation and online instruction.</p>										
<p>P: Textbooks and Materials to be Purchased by Students <i>Essentials of Business Communication</i>. Mary Ellen Guffy and Brendan Nagle. Latest Canadian Edition.</p>										
<p>Q: Means of Assessment</p> <table style="margin-left: 40px;"> <tr> <td>Assignments</td> <td>35%</td> </tr> <tr> <td>Quizzes</td> <td>15%</td> </tr> <tr> <td>Final Project</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td><u>30%</u></td> </tr> <tr> <td></td> <td><u>100%</u></td> </tr> </table>	Assignments	35%	Quizzes	15%	Final Project	20%	Final Exam	<u>30%</u>		<u>100%</u>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>This course is open for PLAR.</p>										

Course Designer(s): Julie Crothers

Education Council / Curriculum Committee Representative

Dean / Director: Jim Sator

Registrar: Trish Angus