

CO165
Effective Communications
3 Credits

Instructor: Janet Kerr
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Original Developer: Robert Dixon

Current Developer: Janet Kerr

Reviewer: Tracy Quinton

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CO165 Version: 4



Effective Communications

Calendar Description

This is a course in business communication focusing on writing skills. The course content includes an introduction to various business documents.

Rationale

This is a required course for the Agribusiness program. Proficiency in writing is developed in a number of contexts specific to agribusinesses. To an employer, any employee is more valuable if he or she is able to write correctly and clearly. Students can learn to write clear and error free if they understand the principles involved, master those principles through practice with given sentences, and then apply the principles in their own writing.

Prerequisites

Grade XII English or equivalent.

Co-Requisites

None

Course Learning Outcomes

Upon successful completion of this course, students will be able to

1. organize, draft, and write documents.
2. edit drafts to create clear, concise, and correct messages.
3. describe and create various types of business documents.
4. identify and correct common sentencings errors and punctuation.
5. organize and write sentences and paragraphs that demonstrate mature and competent writing skills.

Resource Materials

Handout materials may be provided throughout the term to clarify or supplement assignments and concepts.

On-line resource material is available through the D2L course site.

Conduct of Course

This course is a combination of both lecture and assignments based classes. Lectures and assignments are sequenced in level of difficulty. Students are able to develop and strengthen skills as they progress from less difficult to more difficult material.

The course consists of approximately 28 hours of lecture and 14 hours of lab time.

Evaluation Procedures

Written Assignments 80%

May Include:

- Resumes and Cover Letters
- News articles
- Opinion writing
- Sponsor requests
- Complaint correspondence

Quizzes and In-class Assignments 20%

Total 100%

Note: Late assignments and evaluations will receive a grade of zero.

No rewrites are given.

Grade Equivalents and Course Pass Requirements

A minimum grade of D (50%) (1.00) is required to pass this course.

Letter	F	D	D+	C-	C	C+	B-	B	B+	A-	A	A+
Percent Range	0-49	50-52	53-56	57-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-100
Points	0.00	1.00	1.30	1.70	2.00	2.30	2.70	3.00	3.30	3.70	4.00	4.00

Students must maintain a cumulative grade of C (GPA - Grade Point Average of 2.00) in order to qualify to graduate.

Attendance

Classroom and laboratory attendance is considered vital to the learning process and as significant to the students' evaluation as examinations and reports.

- a. Students having a combination of excused and/or unexcused absence of 20 percent or higher for the scheduled course hours will be required to withdraw and will automatically receive a "RW" (required withdrawal) for the course, regardless of any other evaluation results. (RW is a failing grade.)
- b. An excused absence is one that is verified with your Instructor. Verification should be prior to the absence or the next class day following the absence. Verification of the absence may take the form of a note from your doctor/College nurse regarding illness, or a note from another Instructor regarding a field trip or other activity, or authorization by your Instructor. An unexcused absence is anything NOT verified by the instructor prior to the absence or the next class day following the absence.

NOTE: Any exceptions to the above attendance policy (e.g. timetable conflicts, work-related issues) must be approved in writing by the Department Chair prior to the beginning of the course.

It is the students' responsibility to know their own absentee record.

Normal hours are 8:30 a.m. to 6:30 p.m., with potential for evening courses, exams or extended field trips. Students are expected to be available for classes during these times.

Course Units/Topics

Units

1. Fundamentals of Writing
2. Composing and revising
3. Business Documents
4. Resume and Cover Letters



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