

**CO168**

**Business Communications and Workplace Writing**

**3 Credits**

Instructor: Roxene Lockhart  
780 853 8536

Original Developer: Blanche Henry

Current Developer: Roxene Lockhart

Reviewer: Angela Minish

Created: 16/11/2016

Revised: 28/05/2018

Approval: 27/08/2018

Alternate Delivery: No

The Implementation Date for this Outline is 01/09/2018

Copyright©LAKELAND COLLEGE. Email: [admissions@lakelandcollege.ca](mailto:admissions@lakelandcollege.ca)  
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700  
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400  
Toll-free in Canada: 1 800 661 6490



## CO168 Version: 2



# Business Communications and Workplace Writing

## Calendar Description

This course enables students to develop and hone their written communication skills. Students learn how to effectively compose, format, and edit a variety of written business correspondences: emails, memorandums, letters, etc. Students also learn how to communicate information accurately, clearly, and concisely. Current business writing practices are adhered to and an emphasis is placed on correct sentence structure, spelling, punctuation, and grammar.

## Rationale

This is a required course for the Administrative Professional Certificate program. To succeed in business, effective communication skills are required. Students learn how to write clear, error-free business messages if they understand the main writing principles. Mastery of the fundamental principles of written communication is the foundation not only for business but also for many other courses in the Administrative Professional Certificate program.

## Prerequisites

None

## Co-Requisites

[CU152](#)

## Course Learning Outcomes

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

1. exhibit correct spelling and word usage.
2. demonstrate the ability to use the fundamentals of grammar.
3. recognize and correct errors in punctuation, capitalization, abbreviations, and figures.
4. organize and compose acceptable business correspondences in accordance with current business writing practices.
5. edit written material.

## Resource Materials

Guffey, M. E., Loewy, D., & Almonte, R. (2016). *Essentials of business communication*

(9th Canadian ed.). Toronto, ON : Nelson.

## Conduct of Course

This course emphasizes composing written business correspondences such as emails, memorandums, and letters. Students are encouraged to ask questions and seek clarification regarding information from the textbook, D2L, and instructor resources. Assignments are sequenced by level of difficulty. Students are able to develop and strengthen their skills as they progress from less difficult to the more difficult material.

## Conduct of Module

Please enter text here.

## Evaluation Procedures

Participation-discussion & attendance	10%
Examinations/Quizzes	40%
Assignments	50%
Total	100%

**NOTE:** Inexcusably late assignments or absences for examinations result in a mark of zero for the missed assessment.

## 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**

Regular attendance is essential for success in any course. Absence for any reason does not relieve a student of the responsibility of completing course work and assignments to the satisfaction of the instructor. Poor attendance may result in the termination of a student from a course(s).

If you do not meet the established attendance requirements, your instructor will recommend that the Registrar withdraw you from the course. A failing grade of RW (Required to Withdraw) will appear on your transcript.

In cases of repeated absences due to illness, the student may be requested to submit a medical certificate.

Instructors have the authority to require attendance at classes.

## **Course Units/Topics**

Grammar/Mechanics Handbook

APA Citation and Plagiarism

Unit 1: Business Communication in the Digital Age

Unit 2: The Business Writing Process

Unit 3: Writing at Work

Unit 4: Business Reports and Proposals



Copyright©LAKELAND COLLEGE.  
2602 - 59 Avenue, Lloydminster, Alberta, Canada T9V 3N7. Ph: 780 871 5700  
5707 College Drive, Vermilion, Alberta, Canada T9X 1K5. Ph: 780 853 8400  
Toll-free in Canada: 1 800 661 6490 Email: [admissions@lakelandcollege.ca](mailto:admissions@lakelandcollege.ca)