

CO 131
Communications I
3 Credits

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CO 131 Version: 32



Communications I

Calendar Description

This course offers an opportunity for business students to improve their business communication skills. The course covers a broad spectrum of writing skills and business messages. Emphasis in this course is on writing and formatting a variety of business documents—emails, letters, memos, proposals, and instructions/procedures.

Rationale

This is a required course for all of the majors in the Business Administration diploma. Proficiency in writing is developed in a number of contexts specific to business. To an employer, any employee is more valuable if he or she is able to write clearly. Students can learn to write clear, error free messages if they understand the principles involved, master the principles, and apply the principles to 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. identify and correct common sentencing errors.
2. punctuate writing properly.
3. organize and write sentences and paragraphs that demonstrate mature and competent writing skills.
4. edit drafts to create clear, concise, and correct messages.
5. create effective business messages.

Resource Materials

Required Texts:

Guffey, M. E., Loewy, D., & Griffin, E. (2022). *Business communication: Process & product* (7th Brief Canadian ed.). Cengage. ISBN: 9780176910181. eText: ISBN: 9781774747292.

Conduct of Course

This is a lecture course. 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.

Evaluation Procedures

Assignments	60%
Exams/Quizzes	<u>40%</u>
Total	100%

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

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

This course focuses on the fundamentals of successful business communication while adapting to the current business and academic environment. The following topics will be discussed:

1. understanding workplace communication
2. communicating across cultures
3. adapting words to readers
4. constructing clear sentences and paragraphs
5. writing for a positive effect
6. practicing best process and form
7. constructing business messages

Module Units/Topics

Part I

Introduction

Part II

Fundamentals of Business Writing

Part III

Basic Patterns of Business Messages



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