

CO 231
Communications II
3 Credits

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CO 231 Version: 30



Communications II

Calendar Description

This course offers an opportunity for business students to improve their skills in two specific areas: written and oral communication. The written component of this course requires students to learn the fundamentals of report writing. The oral component of this course utilizes different multimedia technologies to hone the students' oral presentation skills. Upon completion of this course, students will have mastered the technical skills required for effective written and oral business communication skills.

Rationale

This is a required course for all majors in the Business Administration diploma. Communication is an important part of every business. By gaining a sound knowledge of communication techniques, students are prepared to communicate clearly and directly within any business environment.

Prerequisites

CO 131

Co-Requisites

None

Course Learning Outcomes

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

1. prepare informative and influential business reports.
2. conduct business research.
3. communicate effectively in meetings and conversations.
4. deliver oral reports and business presentations.

Resource Materials

Required Text:

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

Reference Text:

None

Conduct of Course

This course consists of 45 hours of lecture. Lecture, discussion, assignments, group work, and testing are used in the delivery of this course.

Evaluation Procedures

The final grade is an aggregate of the following components:

Assignments/Exams	85%
Final Evaluation	<u>15%</u>
Total	100%

Note: Late assignments or missed exams 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

Part I

Secondary research and citations

Part II

Professionalism through correctness

Part III

Fundamentals of Report Writing

Part IV

Oral forms of business communication



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