UNIVERSITY COLLEGE OF THE FRASER VALLEY

COURSE INFORMATION

DISCIPLINE/DEPARTMENT: Communications IMPLEMENTATION DATE: Fall 1993

Revised: Jan. 1998

Communications 135 Written Business Communications 3

SUBJECT/NUMBER OF COURSE DESCRIPTIVE TITLE UCFV CREDITS

CALENDAR DESCRIPTION: A condensed version of CMNS 125 and CMNS 225, this course provides an introduction to the general principles of written business communications.

RATIONALE:

COURSE PREREQUISITES: CPT score of 48 or better, or CMNS 099 with C+ or better, ENGL 101 with C or better, or ENGL 081 or 091 with C+ or better.

COURSE COREQUISITES: None

HOURS PER TERM Lecture 20 hrs Student Directed

FOR EACH Laboratory 20 hrs Learning hrs

STUDENT Seminar 20 hrs Other - specify:

Field Experience hrs

TOTAL 60 HRS

MAXIMUM ENROLMENT: 23

Is transfer credit requested? Yes 9 No

AUTHORIZATION SIGNATURES:

Course Designer(s): K. Fernstrom

Chairperson: 

Curriculum Committee

Department Head: W. Burton

Dean: W.R. Bate

PAC: Approval in Principle (Date) PAC: Final Approval: (Date)

OUTLN95/01/dd
SYNONYMOUS COURSES:

(a) replaces ________________
   (course #)

(b) cannot take ________________ for further credit
   (course #)

TEXTBOOKS, REFERENCES, MATERIALS  (List reading resources elsewhere)

TEXTS:

The Writer's Reference or The Canadian Writer's Reference, Diana Hacker
Gage Canadian Dictionary

OBJECTIVES:

1. To understand the theory and concepts of the communications process.
2. To learn the elements of effective communications.
3. To develop an effective approach to the writing process, including planning and revising.
4. To learn basic techniques of effective writing and speaking such as clarity, conciseness, sincerity, tone, unity, coherence, and completeness.
5. To learn techniques of document design and format such as spacing, use of headings and listing.
6. To learn forms and purposes of commonly used letters and reports (e.g., field/trip, incident, process analysis).
7. To work in groups in order to understand the task and maintenance functions of the group.
8. To learn basics of effective letters of application and resumes.
9. To learn basics of effective interviewing as a job candidate.
10. To learn and apply high standards of physical presentation in documents.

METHODS:

Students are evaluated through written exercises, final drafts and, in some sections, quizzes.
STUDENT EVALUATION PROCEDURE:

NOTE: The following exercises are the minimum required. The instructors may change the order and weighting according to the needs of the class.

STUDENT EVALUATION PROCEDURE:

<table>
<thead>
<tr>
<th>Exercises</th>
<th>10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>— 9-10 correction and rewrite exercises</td>
<td></td>
</tr>
<tr>
<td>— 1 library assignment</td>
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<table>
<thead>
<tr>
<th>Final Drafts</th>
<th>75%</th>
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<tbody>
<tr>
<td>— 2 neutral/good news messages</td>
<td></td>
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<tr>
<td>— 4 bad news messages</td>
<td></td>
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<tr>
<td>— 2 persuasive requests</td>
<td></td>
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<tr>
<td>— 3 short reports</td>
<td></td>
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(e.g. process analysis, incident, field trip)

<table>
<thead>
<tr>
<th>Job Package</th>
<th>15%</th>
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</thead>
<tbody>
<tr>
<td>— 1 letter of application</td>
<td></td>
</tr>
<tr>
<td>— 1 resume</td>
<td></td>
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<tr>
<td>— participation in interviewing</td>
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</tbody>
</table>

CMNS DEPARTMENT LETTER GRADE/PERCENTAGE EQUIVALENTS:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A+</td>
<td>94 — 100%</td>
</tr>
<tr>
<td>A</td>
<td>89 — 93%</td>
</tr>
<tr>
<td>A-</td>
<td>86 — 88%</td>
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<tr>
<td>B+</td>
<td>82 — 85%</td>
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<tr>
<td>B</td>
<td>78 — 81%</td>
</tr>
<tr>
<td>B-</td>
<td>75 — 77%</td>
</tr>
<tr>
<td>C+</td>
<td>71 — 74%</td>
</tr>
<tr>
<td>C</td>
<td>66 — 70%</td>
</tr>
<tr>
<td>C-</td>
<td>63 — 65%</td>
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<tr>
<td>P</td>
<td>60 — 62%</td>
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COURSE CONTENT:

Unit Outline:

1. Introduction to course, department policies, course objectives.
2. The communication process: theory, models.
3. The writing process: pre-Characteristics of effective written communications.
4. Characteristics of effective written communications.
5. Types of messages: neutral, good news, bad news, and persuasive.
6. Page design, standard formats of letters and memos.
7. Business correspondence: order and inquiry letters, special request and sales letters, customer relations letters. Positive and neutral messages, negative messages.
8. Communicating about employment.
10. The reporting process.
11. Proposals and short reports.