

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

Business Writing

BMBA 110

Course Description

This course prepares you to become a better workplace communicator. You will focus on ways to strategically plan, format, and send business messages — presentations, letters, e-mails, proposals, and more — leading to better efficiency and efficacy on the job.

Those wishing to assess and add to their business writing skills will find this course a confidence builder. Developing the self-assurance to communicate effectively in the workplace will be the main goal, and you will benefit from the practical approach to building these skills. You will identify the characteristics of effective communication and learn how to successfully critique business documents.

You will also have at least one other goal, and that is to improve your confidence in your ability to communicate effectively. In a business environment, egos and professional reputations are on the line, and people often feel threatened. The result is either poor communication, or no communication at all. Being an effective business communicator has many advantages and rewards. Some are financial, and others relate to your emotional well being. It is important to recognize that communicating in your job is key to not only your success, but also to your enjoyment and your perception of acceptable self-worth in the workplace.

Delivering messages effectively allows you to share ideas and contribute, and to lead and inspire others.

This course will focus on seven key topics:

- Today's Successful Business Communicator
- Presentations
- Characteristics of Effective Business Writing
- Direct Messages
- Unwelcome Messages
- Persuasive Messages
- Career Messages

Learning Outcomes

A repeatable writing process and strategic planning guides for specific applications will be introduced through learning activities. Peer support and feedback will be emphasized.

Upon completion of this course, you will be able to:

- introduce and apply a repeatable writing process that can be applied to all business communication challenges including all business-related use of social media,
- identify and apply business writing characteristics that support clear, concise messaging and eliminate interference,
- develop and apply planning, organizational, and editing strategies for specific types of written business messages, and
- review and apply the principles and elements of specific business writing formats such as presentations, letters, e-mails, proposals, resumes, and recommendation letters.

Resources

The required textbook for this course is: *Essentials of Business Communication, Tenth Canadian Edition*, by Mary Ellen Guffey, Richard Loewy, and Richard Almonte. ISBN-13: 978-0-17-690965-9.

Weekly Schedule

This course is divided into 7 key topics (described above), split over 13 weeks:

Week	Topics
Unit 1	Today's Successful Business Communicator
Unit 2	Presentations
Unit 3	
Unit 4	Characteristics of Effective Writing
Unit 5	
Unit 6	Direct Messages
Unit 7	
Unit 8	Unwelcome Messages
Unit 9	
Unit 10	Persuasive Messages
Unit 11	
Unit 12	Career Messages
Unit 13	Conclusion

Evaluation

Assignment	Due Date and Time	Mark
Assignment 1 – “The Ten Characteristics Revision”	Sunday of Week 6	20%
Assignment 2 – Unwelcome News	Sunday of Week 10	25%
Assignment 3 – Exam	Sunday of Week 12	25%
Participation	Every Unit	20%
Peer Review Submission	Sunday of Week 12	10%
	Total	100%

Assignments

Assignment 1 | The Ten Characteristics Revision

Individual assignment

Grade: 20% of final grade

Suggested start date: Week 4

Due date: 11:55 p.m. PT, Sunday of Week 6

Submit: using the assignment upload tool at the bottom of the Assignment 2 page in the course site.

Description: In this assignment, you will analyze and revise a sample piece of written business communication. When completing your analysis, use complete sentences and correct English. Read all sections of Units 1 to 4 before completing this assignment. For this assignment and all assignments in this course, your assignment must be **entirely original work**. Do not view assignments written by other students or on the Internet. Do not copy or paraphrase material from other sources. Students often **receive a zero** on this assignment because they did not follow these requirements.

Assignment 2 | Unwelcome News

Individual assignment

Grade: 25% of the final grade

Suggested start date: during Unit 5

Due date: 11:55 p.m. PT, Sunday of Week 10

Submit: using the assignment upload tool at the bottom of the Assignment 2 page in the course site.

Description: Plan, draft, and finalize a business letter in response to a specific situation, which will be provided by the instructor.

Assignment 3 | (Exam)

Individual assignment

Grade: 25% of final grade

Suggested start date: case will be posted Friday of Week 12

Due date: 11:55 p.m. PT, Sunday of Week 12

Submit: using the assignment submission tool

Description: You will plan, draft, and finalize a message in response to a provided case study. You may use: textbook, study notes, course web site. As this is an exam, don't ask for help from anyone else.

Participation

Individual assignment

Grade: 20% of final grade

Suggested start date: Start of Unit 1

Due date: 11:55 p.m. PT, Sunday of Week 12

Submit: in forums

Description: Answer the review questions in the forums (weekly). Complete the learning activities in the forums (weekly). You will find instructions for the Review Questions and Learning Activities in each unit.

Peer Review Submission

Individual assignment

Grade: 10% of final grade

Suggested start date: Unit 3

Due date: 11:55 p.m. PT, Sunday of Week 12

Submit: using the submission upload tool at the bottom of the Peer Review Submission page in Assignments.

Description: The weekly Learning Activities often require you to provide suggestions, corrections, and other feedback to your colleagues. At the end of course, you will submit the best pieces of advice you wrote. This peer feedback must be done during the weekly learning activities. You cannot go back later to complete it.