COQUITLAM COLLEGE
Established 1982

COURSE OUTLINE

Last Revised: September 2020

COURSE INFORMATION

Course Title: Advanced Business Writing and Editing

Course Number: CMNS 220 **Credits:** 3

Total Weeks: 14 (Fall, Spring)
12 (Summer)

Total Hours: 39

Course Level: ☐ First Year ☒ Second Year
☐ New ☐ Revised Course
☐ Replacement Course

Department: Humanities

Department Head: P. Best

Former Course Code(s) and Number(s) (if applicable): N/A

Pre-requisites (If there are no prerequisites, type NONE): Minimum of 3 credits of first year English

Co-requisite Statement (List if applicable or type NONE): NONE

Precluded Courses: N/A

COURSE DESCRIPTION

This course will prepare students with the basic writing skills in a predominantly business environment. Students will learn how to work independently, as well as work in teams, for projects, proposals, presentations and editing work. Students will be able to learn how to organize information; research effectively for accurate information; use clear and concise expression in oral and written work; understand the nuances of communicative practices to communicate effectively using verbal and non-verbal methods; develop editing skills in memos, emails, business letters, proposals, reports, social media, blogs, news releases and media portfolios. This course will consist of lectures, seminars, and videos so please be well prepared. This course will be pragmatic and experiential in nature so full engagement is vital.

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- develop critical thinking skills and effectively communicate through written and oral forms
- collect, judge, and synthesize and organize relevant information from various sources
- learn how to build strong persuasive claims by using key data, appropriate tone and style, consider counter arguments when making claims
- prepare a wide variety of business documents like media portfolios, reports and proposals using proper guidelines with clear purpose and audience in mind
- understand the consequences of your actions in an interconnected global environment not just in the business world but in your local community, such as the First Nations
- learn how to work collaboratively and independently to reach goals in a timely manner

INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other (*specify):*	
Total	39

Grading System: Letter Grades ☒ Percentage ☐ Pass/Fail ☐ Satisfactory/Unsatisfactory ☐ Other ☐

Specify passing grade: 50%

Evaluation Activities and Weighting (total must equal 100%)

Assignments: 20% *Specify number of, variety, and nature of assignments:* Presentation Mock Job Application	Lab Work: %	Participation: 5% *Specify nature of participation:* Teamwork	Project: 20% *Specify nature of project:* Group Projects
Quizzes/Test: %	Midterm Exam: 20%	Final Exam: 30%	Other: 5% Self-Introduction Letter

TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

Meyer, C. (2020). ***Communicating for Results: A Canadian Student's Guide***. Fifth Edition. Toronto: Oxford University Press.

COURSE TOPICS

List topics and sequence covered.

Week 1	Introduction
Week 2	Thoughts and processes of writing; convey ideas
Week 3	Verbal and non-verbal communication
Week 4	Audience and purpose, teamwork, reports
Week 5	Persuasive and effective writing
Week 6	Reports and audience perspectives
	Midterm
Week 7	Clarity of writing and organizing thoughts
Week 8	Reports
Week 9	Oral presentations
Week 10	Oral presentations
Week 11	Proposals
Week 12	Letters: problem solve
Week 13	Persuasion in writing
Week 14	**Final Exam**

NOTES

1. Students are required to follow all College policies. Policies are available on the website at: Coquitlam College Policies
2. To find out how this course transfers, visit the BC Transfer Guide at: bctransferguide.ca