

PROFESSIONAL COMMUNICATION DEPARTMENT
PCOM 112: Business Communication I
Fall 2005

Instructor: Ruth Klinkhammer

Office: L311

E-mail: rklinkhammer@okanagan.bc.ca

Phone: 762-5445, Ext. 4672

Office hours: Mon. 2-4; Tues. 10:30-12

Course Description

In PCOM 112, students learn basic writing techniques and develop editorial skills as these apply to business writing. Elements of style, awareness of audience, and clarity of purpose are stressed as integral parts of effective writing and speaking. Thus, the course stresses planning, drafting, and revision as necessary steps in producing high quality documents. Students also learn how to read, analyze, and document business-related materials.

Assignments include memos, summaries, letters (including a résumé and job application letter), and reports. Students are expected to produce professional quality assignments and to take a professional approach in their oral presentations.

Texts

Harty, K. (2005). *Strategies for Business and Technical Writing*. 5th ed.
New York: Pearson Longman.

Additional readings on WebCT.

Objectives

At the end of this course, students should be able to

1. identify and use correct English grammar and sentence structure
2. identify and apply non-verbal elements of communication
3. read analytically and distinguish between what is stated directly and what is inferred
4. identify main ideas and details in written and oral contexts
5. apply elements of the writing process to improve content, style and mechanics
6. write summaries, letters, memos, e-mail messages, and short reports which are coherent, thorough, mechanically sound, and appropriate to a given situation and audience
7. design attractive letter, memo, and e-mail formats that enhance communication
8. design a thorough and attractive job search portfolio
9. speak more confidently and deliver an interesting oral presentation
10. apply new skills and knowledge across all courses

Course Content

- grammar basics, effective sentence structures, and effective paragraphing
- communication principles and how to analyze interpersonal communications
- nonverbal communication
- critical reading and summary writing
- the writing process: analyzing audience and purpose, planning and organizing, drafting, editing and revising, proofreading
- introduction to research documentation
- characteristics of effective business communications
- workplace formats and graphic elements (letters and memos)
- introduction to reporting
- job search: the process and specific skills (incl. résumés, letters, and interviews)
- introduction to public speaking skills

Evaluation

E-mail	10%
Midterm	20%
Resume	20%
Oral presentation	10%
Report/Memo	20%
Self-evaluation Journals (10)	10%
Attendance and professionalism	10%

Further details regarding the instructor's expectations for each of the assignments will be provided.

Evaluation and Assessment

Each assignment will state the instructor's expectations and will provide detailed evaluation criteria, which will vary according to each assignment's purpose, content, and communication medium.

Grading will follow the guidelines stipulated in the *2005-2006 College Calendar*. Please check the class WebCT document "Instructor Expectation" to see what I consider to be A, B, C and D-level work.

Plagiarism

Please note that in academia, plagiarism is at the top of the seven deadly sin list. If you are quoting, paraphrasing or using the ideas gathered from the work of other authors it must be cited correctly. Otherwise, the instructor will assume you are cheating by trying to claim the quote, paraphrase or idea as your own and you will be penalized. For more detail see the *2005-2006 College Calendar*.

Attendance and Professionalism

This mark is based on your attendance and contributions to the class. Positive professional contributions include: being on time, waiting your turn to speak, asking questions when needed. Unprofessional contributions which will detract from your mark include (but are not limited to) walking in late, disrupting the class with excessive talking and handing in assignments late.