



**COURSE OUTLINE**

<b>COURSE NUMBER:</b>	<b>DPS 15119 1808</b>
<b>COURSE NAME:</b>	<b>Effective Written Communication</b>
<b>METHOD OF DELIVERY:</b>	<b>ONLINE</b>
<b>COURSE PRE-REQUISITE(S):</b>	<b>None</b>
<b>INSTRUCTOR:</b>	<b>Chrystal Robert Macey</b>
<b>INSTRUCTOR CONTACT:</b>	<a href="mailto:chrystalrobert@shaw.ca">chrystalrobert@shaw.ca</a>
<b>COURSE WEBSITE:</b>	<a href="https://nexus.uwinnipeg.ca/">https://nexus.uwinnipeg.ca/</a>
<b>SUPPLIES:</b>	<b>Computer and Internet Access</b>
<b>COURSE OPENS:</b>	<b>January 7, 2019 – 9:00 a.m.</b>
<b>COURSE CLOSES:</b>	<b>March 31, 2019</b>
<b>EXAMINATION DATES:</b>	<b>No Examination</b>

*Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.*

**Photo ID will be required for all PACE exams.**

<b>TECHNOLOGY REQUIREMENTS:</b>	<b>Laptop required</b>
<b>TEXTBOOK:</b>	<b>1. Guffey, M., &amp; Almonte, R. (2018). Essentials of business communication. (9th ed.)</b> <b>2. Straus, J., Kaufman, L., &amp; Stern, T. (2014). The blue book of grammar and punctuation: An easy-to-use guide with clear rules, real-world. (11th ed.)</b>
<b>OPTIONAL:</b>	<b>Buckley, J. (2012). Checkmate Pocket Guide: A writing reference for Canadians. (3rd ed.). Nelson</b>  <b>Consult the bookstore <a href="#">website link</a> for the most recent textbook edition</b>

**PRE-COURSE READING:**                      **see lecture schedule**

**NEXUS:**

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

**COURSE DESCRIPTION:**

This course provides participants with the key strategies for creating powerful business correspondence. There is no doubt that, in today's business environment, writing effectively is an essential professional skill – a skill that can affect an individual's image and success. As a result, this course is designed to enhance each participant's ability to be an effective and proficient business writer by using the structural qualities that lead to powerful writing.

The content of the program is built around the proven principles of good writing. The key concepts include organizational strategies, clarity and conciseness through plain language, powerful sentence and paragraph structure, and correct grammar and usage. All of these concepts are then applied to writing effective business documents with an emphasis on the most current business style. Participants will have practical application of these concepts through weekly writing assignments

**LEARNING OUTCOMES:**

On completion of this course, students will:

- Apply specific planning and organizing techniques to your writing;
- Reduce the time you spend revising and proofreading your documents;
- Present a clear, concise message using plain language;
- Impact the reader by putting the right information in the right place;
- Format documents to enhance readability and present a professional message;
- Use editing techniques to ensure correctness in grammar and usage.

**DISCLAIMER:**

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

## LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READINGS
Module 1 January 7-13, 2019 *One Week Module	<ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Overview of Course</li> <li>▪ APA Guidelines &amp; Formatting Expectations for Course</li> <li>▪ Success Begins with Communication</li> <li>▪ Knowing Your Audience</li> <li>▪ The Writing Process: Phase One</li> </ul>	Chapters 1 & 2 Posted Slides
Module 2 January 14-20, 2019 *One Week Module	<ul style="list-style-type: none"> <li>▪ Patterns of Business Messages</li> <li>▪ How Organizations Exchange Information</li> <li>▪ Why Business Prefers the Direct Method</li> <li>▪ Grammar</li> </ul>	Chapter 5 Posted Slides
Module 3 January 21-February 3, 2019 *Two Week Module	<ul style="list-style-type: none"> <li>▪ The Writing Process: Phase Two</li> <li>▪ Effective Sentences and Paragraphs</li> <li>▪ Culture &amp; Writing</li> <li>▪ Grammar</li> </ul>	Chapter 3 Posted Slides
Module 4 February 4-17, 2019 *Two Week Module	<ul style="list-style-type: none"> <li>▪ The Writing Process: Phase Three</li> <li>▪ Designing Documents for Readability</li> <li>▪ Putting Your Polish On</li> <li>▪ Grammar</li> </ul>	Chapter 4 Posted Slides
Module 5 February 18-March 3, 2019 *Two Week Module	<ul style="list-style-type: none"> <li>▪ Persuasive Writing</li> <li>▪ The Structure of Internal Messages</li> </ul>	Chapter 6 Posted Slides

	<ul style="list-style-type: none"> <li>▪ The Power of Business Letter</li> <li>▪ Grammar</li> </ul>	
Module 6 March 4-17, 2019 *Two Week Module	<ul style="list-style-type: none"> <li>▪ Delivering Negative Messages</li> <li>▪ Writing for Resolution</li> <li>▪ Writing an Effective Summary</li> <li>▪ Grammar</li> </ul>	Chapter 7 Posted Slides
Module 7 March 18-24, 2019 *One Week Module	<ul style="list-style-type: none"> <li>▪ Understanding Report Basics</li> <li>▪ Informal Reports</li> <li>▪ Formal Reports</li> <li>▪ Grammar</li> </ul>	Chapter 8 Posted Slides
Module 8 March 25-31, 2019 *One Week Module	<ul style="list-style-type: none"> <li>▪ Proposals</li> <li>▪ Illustrating Data</li> <li>▪ Professionalism</li> </ul>	Chapter 9 & 10 Posted Slides

**Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.**

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

### **VOLUNTARY WITHDRAWAL:**

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

## METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
30% (5% per quiz)	Grammar/Mechanics Quizzes	Modules 2, 3, 4, 5, 6 & 7
5%	Pre-Writing/Informative Report	January 20, 2019
5%	Email in Action	January 27, 2019
15%	Clean Draft Informative Report	February 10, 2019
10%	Readability Exercise	February 24, 2019
10%	Persuasive Writing Exercise	March 10, 2019
10%	Revision/Final Copy, Informative Report & Executive Summary	March 31, 2019
15%	Participation through Discussion Forums and Question of the Week	On-going throughout

**All applicable assignments must be typed, as well as formatted and referenced according to APA 6<sup>th</sup> Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.**

## MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

## PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

## **PARTICIPATION GRADE RUBRIC:**

<b>GRADE</b>	<b>CHARACTERISTICS / DESCRIPTION</b>
0-2%	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3-5%	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent, or late, for the start of the class or returning to class after break
6-8%	Displays most or many of the following: Well prepared and offers analysis in discussions. Contributes and interacts in class discussions – listens and responds to other students, asks questions, offers and supports other opinions, even those with differing views. Consistent involvement. Attends nearly every class, is rarely late for the start of the class or returning from break. Is largely attentive to class discussions and instructor. Rarely inattentive due to the use of cell phone, computer, or sidebar conversations, etc.
9-10%	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

## **RESEARCH POLICY:**

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

### **POLICY FOR LATE ASSIGNMENTS:**

All assignments will be given a due date. Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.

- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

### **STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:**

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

**It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.**

### **ACADEMIC MISCONDUCT:**

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

### **UWINNIPEG RESPECTFUL LEARNING POLICY:**

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at [www.uwinnipeg.ca/respect](http://www.uwinnipeg.ca/respect).

### **OTHER EXPECTATIONS/GENERAL INFORMATION/GENERAL POLICIES:**

Students are responsible for any course-related announcements or information that may be posted to the Course Website.

Students are responsible for ensuring they meet the minimum technological requirements for full participation in all aspects of the course

(<http://pace.uwinnipegcourses.ca/sites/default/files/pdfs/forms/Technical%20Requirements%20for%20Online%20Students.pdf>) **The failure of personal computers and/or internet connectivity is not a valid reason to miss assignment or quiz deadlines, excepting when such incidents are a direct result of outages of the university system used for this course (i.e. Nexus).** Students with less reliable internet access are encouraged to avoid writing quizzes at the last minute to minimize the possibility of missed deadlines.

Regular participation in online discussion is a key component of this course. Students are responsible for checking the Course Website and the discussion boards twice a week at a minimum. You are expected to respond to group members in a timely manner (within 36 hours). During weeks in which group assignments are due more frequent contact may be required.

**ACADEMIC ACCOMMODATIONS:**

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

**UWPACE GRADING SYSTEM:****Letter-Graded**

A+	96-100
A	91-95
A-	83-90
B+	75-82
B	70-74
C+	66-69
C	57-65
D	50-56
F	under 50%
I	Incomplete

**Pass/Fail**

P	Pass
F	Failure

**Non-Graded (Audit)**

CP	Certificate of Participation (based on >75% attendance)
NC	No Certificate of Participation (based on <75% attendance)
I	Incomplete

**DISCLAIMER:**

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.