



CIQS Syllabus		Original:	May 26, 1993
Course No:	C108	Rev. No:	3
Course Title:	Basic Business Communications	Rev. Date:	March 31, 2012

**Course Description:**

This course helps to prepare candidates for the complex writing tasks found in the workplace. Candidates are to learn the difference between informational, persuasive and researched writing. Candidates learn to express themselves clearly and concisely, focusing on audience and purpose.

**Suggested Prerequisites:**

None.

**Learning Outcomes:**

The candidate will be able to:

1. Use correct language fundamentals and precise word choice in all written assignments;
2. Interpret and summarize relevant business readings;
3. Prepare memoranda, letters and reports consistent with professional standards and practice.

**Course Content:**

The candidate will study from the following sections of the required text:

1. Foundations of Business Communications: Chapters 1 & 2.
2. The Writing Process: Chapters 4 & 5.
3. Letters, Memos, Email and Other Brief Messages: Chapters 6, 7, 8, & 9.
4. Developing Speaking Skills: Chapters 10 & 11.
5. Reports and Proposals: Chapters 12 & 13.

**Required Textbooks and Materials:**

1. Business Communication, Communicate Effectively In Any Business Environment, Canadian Edition by Marty Brounstein, Arthur H. Bell, Dayle M. Smith with Connie Isabell & Alan Orr

**Testing:**

Testing will concentrate upon:

1. Clarity, conciseness and coherence of written communication.
2. The candidate's ability to respond in a requested format.
3. The candidate's ability to effectively summarize given information.