

	<b>Course Code</b>	XLAN 1501	<b>Course Name</b>	Online Business Writing	
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Calendar Description	General Learning Outcomes (GLOs)	Authorizing Signatures	
A 21 hour online course offering development of business writing competencies including the mechanics and the unwritten cultural rules of business writing. Designed for internationally educated professionals, participants will build skills to communicate in writing effectively and appropriately in the Canadian workplace. This pilot is made possible through support from Alberta Human Services.	<ol style="list-style-type: none"> <li>1. Apply plain language concepts to written correspondence</li> <li>2. Describe norms &amp; values inherent to sensitive &amp; non-sensitive correspondence</li> <li>3. Choose organizational strategies appropriate to sensitive &amp; non-sensitive correspondence</li> <li>4. Apply the Pyramid Writing Technique to written correspondence</li> <li>5. Examine and compare cultural norms from different cultural frames for written correspondence</li> </ol>	<b>Developer / Instructor:</b>	Jake Evans
		<b>Program Chair:</b>	Todd Odgers
		<b>Date:</b>	May 21, 2013

**College-Wide LO:**

**IC = Inclusive Culture**

**CC = Community Citizenship**

**CCT = Creative & Critical Thinking**

**C&C = Communication & Collaboration**

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Topic	Introduction Module & Pre-Assessment Assignment	Module 1: Clarity	Module 2: Organization for Email	Module 3: Organization for Writing & Letters	Module 4: Organization for Reports	Module 5: Sensitive & Negative Messages	Module 6: Complaints	Module 7: Bad News
Specific Learning Outcomes (SLO)	<ol style="list-style-type: none"> <li>1. Course outline</li> <li>2. Important course dates</li> <li>3. Instructor information</li> <li>4. Tips for using BlackBoard</li> </ol>	<ol style="list-style-type: none"> <li>1. Apply plain language guidelines to written correspondence</li> <li>2. Simplify word choices to improve clarity</li> <li>3. Format written correspondence in clearer ways</li> <li>4. Edit your own documents to improve overall clarity</li> </ol>	<ol style="list-style-type: none"> <li>1. Correspond using a logical and linear format</li> <li>2. Frontload non-negative messages</li> <li>3. Write precise subject lines</li> <li>4. Use context-appropriate salutations and closings</li> <li>5. Use tone and word choice to build and maintain business relationships</li> </ol>	<ol style="list-style-type: none"> <li>1. Format and organize letters more intentionally following the Pyramid Writing Technique</li> <li>2. Make letters more reader-friendly</li> <li>3. Write a letter using plain language following the Pyramid Writing Technique</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify the components of the pyramid writing technique for writing short reports</li> <li>2. Organize a formal report using the pyramid writing techniques</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify key differences between sensitive and non-sensitive messages</li> <li>2. Identify Canadian cultural characteristics and values for sensitive and negative messages</li> <li>3. Compare culturally influenced characteristics in sensitive messages</li> <li>4. Write a sensitive or negative message that addresses Canadian considerations and values</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify potentially damaging language in sensitive messages</li> <li>2. Identify and utilize more constructive language for sensitive messages</li> <li>3. Identify key considerations for writing complaint letters in a Canadian context</li> <li>4. Organize and write a complaint letter using the Direct Writing Strategy</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify goals and key considerations for communicating bad news in a Canadian context</li> <li>2. Apply the Indirect Writing Strategy when communicating bad news</li> <li>3. Organize and write a response to a complaint using the Indirect Writing Strategy</li> </ol>

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<b>Learning Activities</b>	<ul style="list-style-type: none"> <li>• Discussion: Introduce Yourself</li> <li>• Module is largely for reference material</li> </ul>	<ul style="list-style-type: none"> <li>• Activity: What is good, effective writing?</li> <li>• Categorize Writing Guidelines Activity</li> <li>• Review Letter Activity</li> <li>• M1 Discussion: Improved Letter</li> <li>• Plain Language: Compare and Contrast Activity</li> <li>• Practice: Using Plain Language</li> <li>• Practice: Phrase Reduction</li> <li>• Practice: Hidden Verbs</li> <li>• Practice: Making Concise Sentences</li> <li>• Practice: Changing Passive to Active Voice</li> <li>• Practice: Plain Language</li> </ul>	<ul style="list-style-type: none"> <li>• Subject Line Activity</li> <li>• Salutations Activity</li> <li>• M2 Discussion: Salutations</li> <li>• Introductory Paragraphs Activity</li> <li>• Email Body Activity</li> <li>• Concluding Remarks Activity</li> <li>• Closing Activity</li> <li>• M2 Discussion: Strengths and Challenges Reflection</li> <li>• M2 Discussion: Personal Reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Activity: Review a Letter</li> <li>• Activity: Organize a Letter</li> <li>• M3 Discussion: Improved Letter</li> </ul>	<ul style="list-style-type: none"> <li>• Organization for Reports Reading Activity</li> <li>• M4 Discussion: Reflection</li> <li>• Recognizing the Sections of a Report Activity 1</li> <li>• Recognizing the Sections of a Report Activity 2</li> </ul>	<ul style="list-style-type: none"> <li>• Activity: Identifying Sensitive Messages</li> <li>• M5 Discussion: Reflection</li> <li>• Activity: Identify Canadian Values and Characteristics in Sensitive and Negative Messages</li> </ul>	<ul style="list-style-type: none"> <li>• Activity: Identifying Damaging Language</li> <li>• Activity: Constructive Language</li> <li>• Activity: Direct Writing Strategy</li> <li>• M6 Discussion: Reflection</li> </ul>	<ul style="list-style-type: none"> <li>• Activity: Goals in Communicating Bad News</li> <li>• Indirect Writing Strategy Activity 1</li> <li>• M7 Discussion: Reflection</li> </ul>
<b>Assessments</b>	<ul style="list-style-type: none"> <li>• Pre-Assessment Assignment</li> </ul>	<ul style="list-style-type: none"> <li>• M1 Assignment: Plain Language 1</li> <li>• M1 Assignment: Plain Language 2</li> </ul>	<ul style="list-style-type: none"> <li>• M2 Assignment: Revise Subject Lines</li> <li>• M2 Assignment: Write an Email</li> </ul>	<ul style="list-style-type: none"> <li>• M3 Assignment: Re-writing a Letter</li> </ul>	<ul style="list-style-type: none"> <li>• (none)</li> </ul>	<ul style="list-style-type: none"> <li>• M5 Assignment: Responding to A Sensitive Situation 1</li> <li>• M5 Assignment: Responding to A Sensitive Situation 2 "Post Assessment"</li> </ul>	<ul style="list-style-type: none"> <li>• M6 Assignment: Writing a Complaint Letter</li> </ul>	<ul style="list-style-type: none"> <li>• M7 Assignment: Responding to a Complaint 1</li> <li>• M7 Assignment: Responding to a Complaint 2</li> </ul>
<b>Readings &amp; Resources</b>	<ul style="list-style-type: none"> <li>• More Practice with Plain Language <a href="http://www.plainlanguage.network.org/plaintrain/">http://www.plainlanguage.network.org/plaintrain/</a></li> </ul>				<ul style="list-style-type: none"> <li>• Sensitive and Negative Messages <a href="http://www.slideshare.net/sblarge/sensitive-messages">http://www.slideshare.net/sblarge/sensitive-messages</a></li> </ul>			

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	<ul style="list-style-type: none"> <li>• Plain Language <a href="http://www.plainlanguage.gov/">http://www.plainlanguage.gov/</a></li> <li>• PLAIN - Plain Language Association International <a href="http://www.plainlanguage.gov/testExamples/indexExample.cfm?record=6&amp;search=">http://www.plainlanguage.gov/testExamples/indexExample.cfm?record=6&amp;search=</a></li> <li>• Purdue Online Writing Lab <a href="http://owl.english.purdue.edu/owl/">http://owl.english.purdue.edu/owl/</a></li> </ul>				<ul style="list-style-type: none"> <li>• Delivering Bad News <a href="http://writingclearandsimple.com/2006/02/25/delivering-bad-news/">http://writingclearandsimple.com/2006/02/25/delivering-bad-news/</a></li> <li>• Canadian Newcomer Series <a href="http://www.oupcanada.com/catalog/9780195432183.html">http://www.oupcanada.com/catalog/9780195432183.html</a></li> </ul>			

**Required Textbooks and Resources**

N/A