



## CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	ENGL 200	Course Title	Professional and Technical Communication			
Credit Value	3	Department	English			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	This course provides a theoretical, practical, and critical introduction to business and technical communication. Individually, and as members of a team, students will analyze and produce professional communication documents such as cover letters and resumes, emails, informal and formal reports, and oral presentations. Assignments will have real-world application to fields such as business, engineering, government, and technology, and will be showcased in a portfolio of the student's work.					
Prerequisite(s)	ENGL 100					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ENGL 301 (3)	BUS 1XX (3)	ENGL 225 (1.5)	ENGR 110 (3)	CMNS 1290 (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, <a href="http://www.bctransferguide.ca">www.bctransferguide.ca</a>					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Critically evaluate professional communications, documents, and sources of information for quality, purpose, and intended audience.</li> <li>• Demonstrate practical competency in the stages of effective professional and technical communication, including research, audience needs, planning and outlining, summarizing, formatting, editing, referencing, persuasive strategies, argumentative structure, presentation skills, and teamwork.</li> <li>• Synthesize complex information from multiple sources with clarity, precision, and consistency for formal, communications-related purposes.</li> <li>• Select and produce different professional genres, including cover letters and resumes, emails, memos, brief informational reports, longer formal reports, and presentations using current software and applications.</li> <li>• Discuss and debate theoretical perspectives and strategic concepts in organizational communications and the writing process.</li> <li>• Prepare cover letters, resumes, and other documents for use in an employment search.</li> <li>• Effectively use design elements in longer documents (layout, headings, graphics, etc.)</li> <li>• Prepare and deliver a group oral presentation using multimedia tools.</li> </ul>					
Content	<p><b>Core</b> topics – all of the following will be covered:</p> <ul style="list-style-type: none"> <li>• Critical thinking about the quality and purposes of discourse and sources of information.</li> </ul>					



	<ul style="list-style-type: none"> <li>Theoretical and strategic concepts in organizational communications and the writing process (see genre theory, etc.)</li> <li>Establishing the purposes of a written or spoken discourse, including an analysis of the target audience and logical structure.</li> <li>Application of formats used to produce appropriately brief business correspondence.</li> <li>Employment search skills, cover letters, and resumes.</li> <li>Design elements in longer documents (layout, headings, graphics, etc.)</li> <li>Process descriptions and other rhetorical modes in professional writing.</li> <li>Researching, planning, and organizing formal documents including a proposal and a report that includes a table of Contents, list of figures, executive summary, body.</li> <li>APA or other documentation of sources with in-text citations.</li> <li>Preparation and delivery of an oral presentation with multi-media tools.</li> <li>Assessment of audience needs, planning and outlining using logical argumentative structures, formatting, summarizing, editing, referencing, and researching and documenting sources will be emphasized throughout.</li> </ul> <p>Additional topics may also be covered, at the discretion of the instructor.</p>		
Methods of Instruction	Lectures, videos, writing tasks, group activities, guest speakers, and instructor's response to written works.		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Ashman, Melissa. (2020). Introduction to professional communications. (3rd Canadian Edition). BC Campus. Available at: <a href="https://pressbooks.bccampus.ca/professionalcomms/">https://pressbooks.bccampus.ca/professionalcomms/</a> (OER)</p> <p>Last, Suzan. (2021): BCcampus. Available at: <a href="https://open.bccampus.ca/browse-our-collection/find-open-textbooks/?subject=Technical+Communication">https://open.bccampus.ca/browse-our-collection/find-open-textbooks/?subject=Technical+Communication</a> (OER)</p>		
Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> <li>Office 365</li> <li>Student email</li> </ul>		
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.		
Evaluation	<i>Component</i>	<i>% Value</i>	
	Discussion and participation	5-15%	
	Online portfolio	10-30%	
	Group presentation	10-25%	
	Midterm examination or quizzes	20-45%	
	Final examination	20-25%	
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.		
Course Designer(s)	Steven Roe, Ph.D., Dean of Arts and Sciences, Alexander College Derek Soles, Ph.D., Department Head, English Department, Alexander College	Consultant(s), <i>if applicable</i>	



	Samantha May, Ph.D., Department Head, Social Sciences, Alexander College		
Dean's Approval	Steven Roe, Ph.D., Dean of Arts and Sciences, Alexander College	Dean's Approval Date	September 13, 2022
Curriculum Committee Approval Date	September 13, 2022	First Term Offered	Winter 2025
Last Review Date	September 13, 2022	Next Review Date	September 13, 2027
Revision History			