

University of Manitoba  
Faculty of Agricultural and Food Sciences  
Department 065 - General Agriculture  
**Diploma in Agriculture**  
**Business Writing Skills**  
**DAGR 0820**

**COURSE OUTLINE**  
**SEPTEMBER – OCTOBER, 2008**

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<i>No. of Credits:</i>	2
<i>Instructor:</i>	Barbara Metrycki
<i>Contact me by:</i>	Phone: 474-6871; E-mail: Barb_Metrycki@umanitoba.ca
<i>See me during office hours:</i>	Room 160-D Agriculture By appointment
<i>Classes:</i>	Two 115-minute classes per week, plus <u>one to three</u> hours of individual study outside of class
<i>Place of course in the program:</i>	Second year
<i>Required text:</i>	Business Writing, a custom courseware package

### **Course Objectives**

This course aims to:

- \$ Give students a practical overview of writing strategies appropriate to a business setting
- \$ Give students an overview of customer service principles that apply to writing

By the end of the course, students will be able to:

### **INFORM/REQUEST/DIRECT REFUSE**

- \$ Develop a writing style that uses active verbs, is concise and that conveys a personal tone
- \$ Recognize the characteristics of a good letter/memo/e-mail
- \$ Focus on the message, organize the details and request an outcome in a writer's pyramid
- \$ Explain the immediate (direct) method of writing
- \$ Use a three-step writing plan: analyze, draft and edit
- \$ Plan and write an informative e-mail
- \$ Refuse a request
- \$ Plan and write an informal incident, progress or conference report

## CUSTOMER SERVICE

- \$ Write to build customer loyalty
- \$ Write a customer focus sales email

## PERSUADE

- \$ Explain the components of a persuasive message
- \$ Plan and write a letter/memo that makes a suggestion

## Late Assignments

Marks will be deducted on a graduated scale from late assignments unless a written request to submit an assignment late has been approved. This request should state the reason for the late submission.

## Plagiarism and Academic Dishonesty

According to the University of Manitoba's Undergraduate Calendar, *To plagiarize is to take ideas or words of another person and pass them off as one's own.* In order to help students avoid plagiarism, this course devotes a class to the issue of how and when to cite sources in written work.

As the Calendar states, It will also be considered plagiarism and/or cheating if a student submits a term paper written in whole or in part by someone other than him/herself, or copies the answer or answers of another student in any test, examination or take-home assignment. Plagiarism or any other form of cheating in assignments, examinations or term tests is subject to serious academic penalty (i.e.: suspension or expulsion.) A student found guilty of contributing to cheating is also subject to serious academic penalty.

## Attendance

Because each assignment is broken into segments that are taught during classes, attendance is very important. Each student is responsible for the content of missed classes and assignments.

Assignment Schedule*			
#	Assignment	%	Due
1.	E-memo(s)	30%	Oct. 1 <sup>st</sup>
2.	Customer focus email	10%	Oct. 15 <sup>th</sup>
3.	Informal report or proposal	15%	Oct. 22 <sup>nd</sup>
4.	FINAL EXAM	25%	Oct 22 <sup>nd</sup>
	<b>TOTAL</b>	<b>80%</b>	

\* Subject to change

Weekly Plan		
Week	Topic	Topic
Week 1 15/17 <sup>th</sup> Sept	Organizing and writing routine business messages	No class (Tour)
Week 2 22 <sup>nd</sup> /24 <sup>th</sup> Sept.	Organizing and writing routine business messages	Informal reports
Week 3 29 <sup>th</sup> Sept/ 1 <sup>st</sup> Oct.	Informal reports/ proposal	Organizing and writing messages with a customer focus
Week 4 6 <sup>th</sup> /8 <sup>th</sup> Oct.	<b>VISIT TO CAREER CENTRE</b> 474 University Centre University of Manitoba  <b>At the Career Fair</b> <i>Marnie Groenveld</i>	<b>VISIT TO TD CANADA TRUST</b> Pembina & McGillivray Branch, 1305 Pembina  <b>Building Customer Loyalty</b> <i>Cheryl Lawson</i> Manager
Week 5 13 <sup>th</sup> /15 <sup>th</sup> Oct.	No class (Thanksgiving)	Strategies for writing persuasive messages
Week 6 20 <sup>th</sup> /22 <sup>nd</sup> Oct.	Strategies for refusals	EXAM