



## COURSE OUTLINE: OAD140 - APPLIED OFF COMM II

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

<b>Course Code: Title</b>	OAD140: APPLIED OFFICE COMMUNICATIONS II
<b>Program Number: Name</b>	2086: OFFICE ADMIN-EXEC
<b>Department:</b>	OFFICE ADMINISTRATION
<b>Academic Year:</b>	2023-2024
<b>Course Description:</b>	A strong business communication foundation will be developed as students practice business writing, listening, and oral skills. Students will follow a three-step writing process and apply this process to business messages including letters, memos, and email messages. Routine business correspondence as well as good-news/bad-news, goodwill, and persuasive messages will be written. Business reports, proposals, and presentations will also be developed. Grammar, sentence mechanics, and word usage will be incorporated into the daily work and will be part of all tests.
<b>Total Credits:</b>	6
<b>Hours/Week:</b>	6
<b>Total Hours:</b>	84
<b>Prerequisites:</b>	OAD123, OAD128
<b>Corequisites:</b>	There are no co-requisites for this course.
<b>Substitutes:</b>	OAD110
<b>This course is a pre-requisite for:</b>	OAD118, OAD150, OAD209
<b>Vocational Learning Outcomes (VLO's) addressed in this course:</b>	<b>2086 - OFFICE ADMIN-EXEC</b>
Please refer to program web page for a complete listing of program outcomes where applicable.	VLO 1 Conduct oneself professionally and adhere to relevant legislation, standards and codes of ethics.
	VLO 2 Manage the scheduling, coordination and organization of administrative tasks and workflow within specific deadlines and according to set priorities.
	VLO 3 Coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.
	VLO 7 Prepare and produce a variety of business documents using available technologies and applying industry standards.
	VLO 8 Use interpersonal, leadership and client service skills to respond to diversity and to support the vision and mission of the organization.
	VLO 10 Select and use information technologies to support communication with internal and external stakeholders and to promote the organization.
<b>Essential Employability Skills (EES) addressed in this course:</b>	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.



	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:** Passing Grade: 50%, D

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

**Books and Required Resources:** Excellence in Business Communication by Thill, Bovee, Keller, Moran  
 Publisher: Pearson Edition: 6  
 ISBN: 9780134310824  
 Canadian Edition

<b>Course Outcomes and Learning Objectives:</b>	<b>Course Outcome 1</b>	<b>Learning Objectives for Course Outcome 1</b>
	Apply knowledge of communication theories.	1.1 Understand the three-step process of business writing. 1.2 Follow the writing process for business messages and oral presentations. 1.3 Analyze the purpose for writing and the audience. 1.4 Use appropriate technology to improve writing. 1.5 Research topics effectively. 1.6 Organize data efficiently. 1.7 Compose a first draft. 1.8 Understand the process of revision. 1.9 Proofread using a variety of techniques. 1.10 Apply business ethics and business communications style of writing, and online etiquette to email communications.
	<b>Course Outcome 2</b>	<b>Learning Objectives for Course Outcome 2</b>
	Utilize the three-step writing process to prepare, review, and edit written communication, for both internal and external communication for distribution using appropriate formatting, proofreading techniques to meet quality standards, such as correct grammar, syntax, spelling, and punctuation.	2.1 Use business communication writing style and tone for written and electronic communication-such as e-mails, memos, and new media-for a variety of workplace situations. 2.2 Compose clear and timely messages and business correspondence that conveys succinctness and professionalism, such as message to inform, request, or respond. 2.3 Prepare complex business documents and letters, such as: <ul style="list-style-type: none"> <li>- Information and action requests</li> <li>- Simple claim requests</li> <li>- Order requests</li> <li>- Information response letters</li> <li>- Customer order responses</li> <li>- Customer claim responses</li> <li>- Letters of recommendation</li> <li>- Goodwill messages</li> <li>- Persuasive claims and complaint messages</li> </ul>

		<ul style="list-style-type: none"> <li>- Persuasive suggestions</li> <li>- Sales letters</li> <li>- Online sales letters</li> <li>- Bad news messages</li> <li>- Refusals for requests and claims</li> <li>- Collection letters</li> </ul> <p>2.4 Analyze and prioritize communications received to determine appropriate action and follow-up.</p>
	<b>Course Outcome 3</b>	<b>Learning Objectives for Course Outcome 3</b>
	Plan and write business reports and proposals using correct formats, punctuation, grammar, and references.	<p>3.1 Understand the function of reports and proposals.</p> <p>3.2 Understand report/proposal formats and organization.</p> <p>3.3 Choose the appropriate format for a report or proposal.</p> <p>3.4 Support report/proposal with reliable information.</p> <p>3.5 Illustrate data effectively.</p> <p>3.6 Document data to avoid plagiarism.</p> <p>3.7 Produce documents that comply with industry formatting standards (e.g., understand the parts of a formal proposal).</p> <p>3.8 Prepare a report or proposal.</p>

**Evaluation Process and Grading System:**

<b>Evaluation Type</b>	<b>Evaluation Weight</b>
Assignments	80%
Tests	20%

**Date:**

June 23, 2023

**Addendum:**

Please refer to the course outline addendum on the Learning Management System for further information.