



# COURSE OUTLINE

## OAD110

Prepared: Lynn Dee Eason and Amy Peltonen    Approved: Sherri Smith

<b>Course Code: Title</b>	OAD110: APPLIED OFFICE COMMUNICATIONS II
<b>Program Number: Name</b>	2086: OFFICE ADMIN-EXEC
<b>Department:</b>	OFFICE ADMINISTRATION
<b>Semester/Term:</b>	17F
<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>	4
<b>Hours/Week:</b>	4
<b>Total Hours:</b>	56
<b>Prerequisites:</b>	OAD105
<b>This course is a pre-requisite for:</b>	CPE400, OAD217, OAD302
<b>Vocational Learning Outcomes (VLO's):</b>  Please refer to program web page for a complete listing of program outcomes where applicable.	<p>#3. Coordinate the collection, analysis, distribution and response to communications in the workplace to facilitate the flow of information.</p> <p>#7. Prepare and produce a variety of business documents using available technologies and applying industry standards.</p> <p>#8. Use interpersonal, leadership and client service skills to respond to diversity and to support the vision and mission of the organization.</p> <p>#10. Select and use information technologies to support communication with internal and external stakeholders and to promote the organization.</p>
<b>Essential Employability Skills (EES):</b>	<p>#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.</p> <p>#2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.</p> <p>#5. Use a variety of thinking skills to anticipate and solve problems.</p>



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#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.  
#10. Manage the use of time and other resources to complete projects.  
#11. Take responsibility for ones own actions, decisions, and consequences.

**Course Evaluation:**

Passing Grade: 50%, D

**Evaluation Process and Grading System:**

Evaluation Type	Evaluation Weight
In-class Assignments	20%
Test 1	40%
Test 2	40%

**Books and Required Resources:**

Excellence in Business Communication by John V. Thill, Courtland L. Bovee, and Ava Cross  
Publisher: Pearson Education Canada Edition: 5  
ISBN: 9780133254068  
Canadian Edition

**Course Outcomes and Learning Objectives:**

### Course Outcome 1.

Write and revise business documents.

#### Learning Objectives 1.

- Understand the three-step process of business writing
- Follow the writing process for business messages and oral presentations
- Analyze the purpose for writing and the audience
- Use appropriate technology to improve writing
- Research topics effectively
- Organize data efficiently
- Compose a first draft
- Understand the process of revision

### Course Outcome 2.

Utilize the three-step writing process to prepare and deliver business messages efficiently and effectively using appropriate business language and correct grammar.



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### **Learning Objectives 2.**

- Define and apply the three-step process: planning, writing, revising
- Develop a plan for writing e-mails and memos
- Write effective, concise messages for new media
- Write to inform, request, or respond
- Write everyday business letters
- o Information and action requests
- o Simple claim requests
- o Order requests
- o Information response letters
- o Customer order responses
- o Customer claim responses
- o Letters of recommendation
- o Goodwill messages
- o Persuasive claims and complaint messages
- o Persuasive suggestions
- o Sales letters
- o Online sales letters
- o Bad news messages
- o Refusals for requests and claims
- o Collection letters

### **Course Outcome 3.**

Plan and write business reports, proposals, and presentations using correct formats, punctuation, grammar, and references.

### **Learning Objectives 3.**

- Understand the function of reports and proposals
- Understand report/proposal formats and organization
- Choose the appropriate format for a report or proposal
- Support report/proposal with reliable information
- Illustrate data effectively
- Document data to avoid plagiarism
- Present a final report/proposal



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**Date:**

Wednesday, August 30, 2017

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