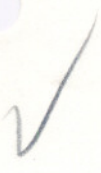


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page 100*

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Sault College of Applied Arts and Technology sault ste. marie

Course Outline

BUSINESS CORRESPONDENCE

BUS 105-3

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

TERMINAL OBJECTIVES:

You will be able to —

- (a) analyze and understand the essentials of a good business letter
- (b) develop suitable writing style and habits of accuracy needed in order to communicate courteously and efficiently
- (c) produce a resume, letter of application and follow-up letter
- (d) produce a business report and business letters
- (e) use, spell and understand a wider vocabulary than on entrance to course with precision and imagination.

LEARNING EXPERIENCE:

TEXT — Business Writing. Reed, J. McGraw-Hill Book Company.

Roget's Thesaurus.

REFERENCE TEXTS — College English & Communication. Stewart, Lanham, Zimmer.

Spelling Improvement. Fergus.

A good dictionary.

You will complete the attached objectives.

EVALUATION:

WHAT? You will be evaluated on each objective, once completed in the form of a writing project (letter, memo, etc.); you will be responsible for maintaining a 'letter file' composed of one writing project from each objective (14 in total); the research and completed business report will be evaluated and included in semester mark.

HOW? You will be evaluated on (1) correct word usage and spelling and (2) content. Any work not properly proofread will receive a "0" or incomplete mark.

An incomplete grading may be changed to a pass during the make-up period at the end of the semester.

ESTIMATED TIME
TO ACHIEVE:

45 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

MISCELLANEOUS INFORMATION — LETTER FILE

You will be responsible for compiling a mailable letter file to include twelve letters plus your resume, business report and set of minutes.

This letter file will be presented in a suitable binder (folder — plastic with spine or a duo-tang.) The letter file will be due the end of April and will include only that work which is 100% accurate and complete.

WORK TO BE COMPILED IN LETTER FILE:

- Objective 1 -- Writing Project 1
- 2 -- Writing Project 1 or 2
- 3 -- Writing Project 2, page 12 or Project 2, page 23
- 4 -- Writing Project 2
- 5 -- Writing Project 1, page 44 or Project 3, page 45
- 6 -- Writing Project 4, page 74 and Project 3, page 83
- 7 -- Writing Project 1 or 3, page 106
- 8 -- Writing Project 1 or 3, page 118
- 9 -- Letter of application, resume and follow-up letter
- 10 -- Writing Project 1, page 126 or Project 3, page 127
- 11 -- Business Report complete with footnotes, bibliography and cover-page
- 12 -- Writing Project 1 or 2, page 136
- 13 -- Writing Project 2

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 1

OBJECTIVE:

You will be able to correctly place words, phrases and clauses in sentences so the meanings are clear and explicit.

LEARNING EXPERIENCE:

- (1) Read pages 1 to 6 of your text.
- (2) Complete practice exercises 1 to 6 and self-check 1 in your text.
- (3) Complete Writing Project 1, page 7.

EVALUATION:

Self evaluation on practice exercises and self-check 1.

TEST: Writing Project 1 — you will be marked for content, explicit meaning as relates to placement of words, phrases and clauses, spelling, grammar and punctuation.

Writing Project must be 100% accurate in form and set-up; 100% proofreading required.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 2

OBJECTIVE:

You will be able to develop thought and correct form throughout any communication so that sentences connect logically, paragraphs hang together and flow smoothly and logically from start to finish.

LEARNING EXPERIENCE:

- (1) Read pages 8 to 15 in your text.
- (2) Complete practice exercises 8 to 15 and self-check 2 in your text.
- (3) Complete Writing Project 1 and 2, page 15.

EVALUATION:

Self evaluation on practice exercises and self-check 2.

TEST: Writing Project 1 or 2 — you will be marked for content, grammar, spelling and punctuation with special emphasis on continuity of thought.

Writing Project must be 100% accurate in form and set-up; 100% accuracy required in proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 3

OBJECTIVE:

You will be able to write communications

- (1) avoiding the use of overworked adjectives, verbs, phrases and slang
- (2) using simplicity, clarity, completeness and accuracy that effective business writers employ to get desired results.

LEARNING EXPERIENCE:

- (1) Read pages 16 to 23 in your text.
- (2) Complete practice exercises 16 to 23 and self-check 3 in your text.
- (3) Complete Writing Project 2, page 12 and Project 2, page 23.

EVALUATION:

Self evaluation practice exercises and self-check 3.

TEST: Writing Project 2, page 12 or Project 2, page 23 — you will be marked on content, grammar, spelling and punctuation with special emphasis on the areas stated in the objective.

Writing Project must be 100% accurate in form, set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each.

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 4

OBJECTIVE:

You will be able to use psychological approaches to express a point of view in such a way that the reader accepts it and does not take offence.

LEARNING EXPERIENCE:

- (1) Read pages 24 to 29 in your text.
- (2) Complete practice exercises 24 to 29 and self-check 5 in your text.
- (3) Complete Writing Project 2, page 29.

EVALUATION:

Self evaluation practice exercises and self-check 5.

TEST: Writing Project 2, page 29 — you will be marked on content, grammar, spelling and punctuation; 100% accuracy in form, set-up and proofreading required.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 5

OBJECTIVE:

You will be able to write business correspondence creating a favourable reaction from the reader using the 'you' attitude, courtesy, friendliness and sincerity — end result, creating goodwill.

LEARNING EXPERIENCE:

- (1) Read pages 37 to 45 in your text.
- (2) Complete practice exercises 37 to 45 and self-check 7 in your text.
- (3) Complete Project 1, page 44 and Project 3, page 45.

EVALUATION:

Self evaluation practice exercises and self-check 7.

TEST: Writing Project 1, page 44 or Project 3, page 45 — you will be marked on content, grammar, spelling and punctuation with special emphasis on areas stated in objective.

100% accuracy required in form, set-up and proof-reading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 6

OBJECTIVE:

You will be able to compose and type:

- (1) letters of request and transmittal and
- (2) letters for the employer in his absence.

You will employ effective techniques such as brevity, courtesy, tact and completeness.

LEARNING EXPERIENCE:

- (1) Read pages 68 to 83 in your text.
- (2) Complete practice exercises 68 to 83 and self-check 10D and 11 in your text.
- (3) Complete Writing Project 4, page 74 and Writing Project 3, page 83.

EVALUATION:

Self evaluation practice exercises and self-check 10D and 11.

TEST: Writing Project 4, page 74 and Writing Project 3, page 83 — you will be marked on content, grammar, spelling and punctuation.

100% accuracy required in form, set-up and proof-reading.

ESTIMATED TIME
TO ACHIEVE:

6 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 7

OBJECTIVE:

You will be able to compose and type a claim letter (a letter in which a complaint is expressed) and an adjustment letter (reply to a claim letter.)

LEARNING EXPERIENCE:

- (1) Read pages 98 to 107 in your text.
- (2) Complete practice exercises 98 to 107 in your text and self-check 14.
- (3) Complete Writing Project 1 and 3, page 106.

EVALUATION:

Self evaluation practice exercises and self-check 14.

TEST: Writing Project 1 or 3, page 106 — you will be marked on content, grammar, spelling and punctuation.

100% accuracy required in form, set-up and proof-reading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 8

OBJECTIVE:

You will be able to compose and type collection and credit letters (requesting credit, granting credit, collection and refusing credit) employing all the business letter writing techniques learned to this point.

LEARNING EXPERIENCE:

- (1) Read pages 108 to 118 in your text.
- (2) Complete practice exercises 108 to 118 and self-check 15 in your text.
- (3) Complete Writing Project 1 and 3, page 118.

EVALUATION:

Self evaluation practice exercises and self-check 15.

TEST: Writing Project 1 or 3, page 118 — you will be marked on content, grammar, spelling and punctuation.

100% accuracy required in form, set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 9

OBJECTIVE:

Using your writing skills, you will be able to compose and type —

- (1) a letter of application
- (2) a letter of recommendation
- (3) an interview follow-up letter
- (4) a resume or data sheet.

You will be able to complete an application form completely and properly.

LEARNING EXPERIENCE:

- (1) Read pages 137 to 152 in your text.
- (2) Complete practice exercises 137 to 152 and self-check 19 in your text.
- (3) Complete Writing Project 1, page 152 — letter of recommendation.
- (4) Complete a letter of application, a resume, a follow-up letter and an application form.

EVALUATION:

Self evaluation practice exercises and self-check 19.

TEST: Letter of application, resume and follow-up letter — you will be marked on form, set-up, grammar, spelling and punctuation.

All work must be 100% accurate in proofreading.

ESTIMATED TIME
TO ACHIEVE:

6 periods of 50 minutes

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 10

OBJECTIVE:

You will demonstrate ability to compose and type letters that deal with problem situations such as: incomplete requests, unreasonable requests, delays in filling orders, refusals of orders, invitations, and unearned discounts.

LEARNING EXPERIENCE:

- (1) Read pages 119 to 127 in your text.
- (2) Complete practice exercises 119 to 127 and self-check 16 in your text.
- (3) Complete Writing Project 1, page 126 and Writing Project 3, page 127.

EVALUATION:

Self evaluation practice exercises and self-check 16.

TEST: Writing Project 1, page 126 or Writing Project 3, page 127 — you will be marked on form, set-up, grammar, spelling and punctuation.

Writing Project must be 100% accurate in form, set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 11

OBJECTIVE:

You will be able to research, write and type a business report (introduction, summary, body, conclusions and recommendations.) You will be able to prepare a complete bibliography and cover page and will be able to cite references (with footnotes) properly.

LEARNING EXPERIENCE:

- (1) Read pages 170 to 176 in your text.
- (2) Complete practice exercises 170 to 176 and self-check 23.
- (3) Complete Writing Project as instructed by teacher.

EVALUATION:

Self evaluation of practice exercises and self-check 23.

REPORT: You will be evaluated on form, set-up, grammar, spelling and punctuation as well as content.

The report must be 100% accurate in form and set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

6 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 12

OBJECTIVE:

You will be able to compose and type an effective sales letter dealing with merchandise or services. You will be able to plan the sales letter so that it is very effective.

LEARNING EXPERIENCE:

- (1) Read pages 128 to 136 in your text.
- (2) Complete practice exercises 128 to 136 and self-check 17 in your text.
- (3) Complete Writing Project 1 and 2, page 136.

EVALUATION:

Self evaluation of practice exercises and self-check 17.

TEST: Writing Project 1 or Writing Project 2, page 136 — you will be evaluated on content, grammar, spelling and punctuation.

Writing Project must be 100% accurate in form, set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 13

OBJECTIVE:

You will be able to complete or compose and type telegrams, minutes of meetings and news releases correctly.

LEARNING EXPERIENCE:

- (1) Read pages 177 to 188 in your text.
- (2) Complete practice exercises 177 to 188 in your text as well as self-check 24.
- (3) Complete Writing Project 1, 2 and 4 on page 187.

EVALUATION:

Self evaluation of practice exercises and self-check 24.

TEST: Writing Project 1, 2 and 4, page 187 — you will be marked on content, grammar, spelling and punctuation.

Work must be 100% accurate in form and set-up and proofreading.

ESTIMATED TIME
TO ACHIEVE:

3 periods of 50 minutes each

SECRETARIAL SCIENCE
BUSINESS CORRESPONDENCE

OBJECTIVE 14

OBJECTIVE:

Given 200 of the 500 most commonly misspelled words, you will be able to spell 90% of them accurately.

LEARNING EXPERIENCE:

- (1) You will be issued a list of the 500 most commonly misspelled words at the beginning of the semester.
- (2) It is your responsibility to study these words using your dictionary.
- (3) Each month, 50 words will be dictated from this list.

EVALUATION:

Given 50 words each month, you will be able to spell 90% of them accurately.

ESTIMATED TIME
TO ACHIEVE:

4 periods of 50 minutes each