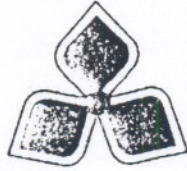


**SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE MARIE, ON**



**COURSE OUTLINE**

**Course Title: Trade Communications - Advanced**

**Code No.: Eng 226-2**

**Semester: Winter**

**Program: Chef Training - Post Secondary  
and Basic Apprenticeship**

**Author: Language & Communication**

**Date: January 1998**

**Previous Outline Dated: Jan. 1997**

**Approved:**

*Judith Morris*  
Dean

*Dec 97*

Date

**Total Credits: 2**

**Prerequisite(s): None**

**Length of Course: 2 hrs./week**

**Total Credit Hours: 30**

Copyright © 1997 The Sault College of Applied Arts & Technology  
Reproduction of this document by any means, in whole or in part, without the prior  
written permission of The Sault College of Applied Arts & Technology is prohibited.  
For additional information, please contact Judith Morris, School of Liberal Studies, Creative Arts  
Access. (705) 759-2554. Ext. 516

**I. COURSE DESCRIPTION:**

this course provides training in written and oral reporting skills that are typically required in the modern business organization, with special emphasis on the food industry.

Students will practice small group communication as well as formal written and oral presentations. The theory of writing is taught through the writing process. Students will prepare a resume and a letter of application as part of the development of employment-oriented skills.

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE**

(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

**A. Learning Outcomes:**

1. Students will work together productively in groups.
2. Students will complete a short review of language basics.
3. Write business letters, memos, and short reports such as an accident report.
4. Write a set of professional instructions and a process description.
5. Demonstrate comprehension of material by producing accurate, coherent summaries of two trade related articles.
5. Produce a formal report related to the food services industry.
7. Present program related material in a well-organized, effective oral presentation using visual aids.



8. Prepare an effective job-application package, including the letter of application and resume.

**B. Learning Outcomes and Elements of the Performance:**

Upon successful completion of this course, students will demonstrate the ability to:

1. Work together productively in groups.

**Potential elements of the performance:**

- Work in groups to prepare projects
- Deliver short orals as a member of a small working group
- Coordinate the production of the final product.
- Share information with a group working on a project
- Perform group editing tasks in an effective, harmonious manner

2. Complete a short review of language basics.

**Potential elements of the performance**

- Demonstrate ability to write four kinds and four types of sentences.
- Review standard punctuation, and show correct use in written projects.
- Review commonly confused words and show correct choices in written work.
- Each student will perform such other learning assignments as are needed after professor's evaluation of on-going writing.

3. Write business letters, memos, and short reports such as an accident report.

**Potential elements of the performance:**

- Understand and use indirect writing strategies in business letters.
- Understand and use active and passive voice in persuasive messages.
- Identify the audience and results required from the document.
- Create accurate and specific reports in various formats.
- Identify the use, style and content of all components of the formal report

4. Write a set of professional instructions and a process description.

**Potential elements of the performance:**

- Identify the task for which the instructions or process description is to be written.
  - Identify the steps in the process, or instruction sequence.
  - Decide if a memo or report format would be most effective for the intended audience.
  - Prepare the document in a thorough, professional manner.
5. Demonstrate comprehension of material by producing accurate, coherent summaries of two trade-related articles.

**Potential elements of the performance:**

- Assess the original document for its content and intent.
- distinguish main ideas from supporting detail.
- organize main ideas to clarify the summary.
- Retain the author's intent.



- Proofread and rewrite to make the summary concise and fluid.
6. Produce a formal report related to the food service industry.

**Potential elements of the performance**

- Determine a suitable topic for the formal report
  - Develop an awareness of the different types of readership for formal reports.
  - Prepare the required sections of the report.
  - Produce all visual materials required as a text supplement to make the report effective to readers
  - Draw logical conclusions from the assembled data
  - .Proofread and edit all work.
7. Present program related material in a well-organized, effective oral presentation using visual aids.

**Potential elements of the performance:**

- Gather and organize relevant materials
- Determine how to present the materials in an effective manner
- Analyse the audience and purpose of the presentation
- Formulate a thesis and supporting points
- Prepare a rough draft
- Produce effective visual aids
- Deliver a well-organized, oral presentation and field related questions

8. Prepare an effective job-application package, including the letter of application and resume.

**Potential elements of the performance:**

- Identify possible sources of data, such as trade journals, newspapers, magazines, Interviews, and CD-ROM
- Select relevant information
- Summarize your skills, knowledge and experience
- Choose a resume format that best presents your abilities
- Organize information to suit your chosen format
- Use specific language to make an effective presentation

**III. TOPICS:**

1. Communication Theory
2. Communicating in Business
3. Objectivity in writing
4. Language and style in reports
5. Letters and Memos
6. Instructions and Process writing
7. Employment package
8. Oral Presentations
9. Formal Reporting

**IV. REQUIRED RESOURCES/TEXTS/MATERIALS:**

1. Some Assembly Required Canadian Edition, Loredon, Miles, and Kean



2. Gage Canadian Dictionary
3. Roget's Thesaurus
4. Sault College Language and Communication Guidelines

## V. EVALUATION PROCESS/GRADING SYSTEM

### MAJOR ASSIGNMENTS AND TESTING

Students will write a minimum of four assignments requiring formats commonly used for correspondence in the food industry.

Short reports

Summary

Informal report 40%

Routine letters

Refusal/bad news letters

memos

Other assignments

grammar/language review 10%

Oral presentation 10%

Employment package 10%

Formal report 30%

**total 100%**

### TIME FRAME

Trade Communication - Advanced Eng -226-2 involves two periods per week for the semester.

Students are expected to attend class and to participate in class activities.

### **METHOD OF ASSESSMENT (GRADING METHOD)**

A+	Consistently outstanding	(90% - 100%)
A	Outstanding achievement	(80% - 89%)
B	Consistently above average achievement	(70% - 79%)
C	Satisfactory or acceptable achievement in all areas subject to assessment	(60% - 69%)
R	repeat - The student has not achieved The objectives of the course, and the course must be repeated	(Less than 60%)
CR	Credit exemption	
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

**Note:** Students may be assigned an "R" grade early in the course for unsatisfactory performance

### **Grading**

Marking Schemes for essays and other assignments will differ from professor to professor and from assignment to assignment. This flexibility recognizes that professors need to vary their



## VI. SPECIAL NOTES:

### Special Needs

Students with special needs (e.g. physical limitations, visual impairments, hearing impairments, learning disabilities) are encouraged to discuss required accommodations with the professor and/or contact the Special Needs Office.

### Complementary Activities

To meet course objectives, students should expect to match each scheduled class hour with independent study.

### Plagiarism

Students should refer to the definition of “academic dishonesty” in the “Statement of Student Rights and Responsibilities.”

Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course.

In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

### Advanced Standing

Students who have completed an equivalent post-secondary course must bring relevant documents to the Coordinator, Language and Communication Department:

- a copy of the course outline

- a copy of the transcript verifying successful completion of the equivalent course

Note: A copy of the transcript must be on file in the Registrar's office

#### Retention of Course Outlines

Students are responsible for retaining all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

Substitute course information is available at the Registrar's office.

### **VII. PRIOR LEARNING ASSESSMENT**

Students who have related employment-centred experience should see the Prior Learning Assessment (PLA) Coordinator.