SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

Sault College

COURSE OUTLINE

COURSE TITLE: APPLIED OFFICE COMMUNICATIONS II

CODE NO. :   OAD110   **MODULE:**   THREE

PROGRAM: OFFICE ADMINISTRATION - EXECUTIVE (ACCELERATED)

AUTHOR: LYNN DEE EASON

DATE: DEC. 2008   **PREVIOUS OUTLINE DATED:**   DEC. 2007

APPROVED: "Penny Perrier"

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                                             CHAIR   **DATE**

TOTAL CREDITS: 3

PREREQUISITE(S):   OAD105

HOURS/WEEK: 3 HOURS/14 WEEKS

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I.   COURSE DESCRIPTION:

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.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

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

1.   Communicate through written and verbal messages suitable for a
       business environment.

       Potential Elements of Performance:

       - Understand the communication process
       - Adopt an audience-centred approach to communication
       - Apply appropriate sensitivity and ethics to the modern workplace
         communications
       - Communicate in teams
       - Master listening and nonverbal communication
       - Understand the opportunities and challenges of intercultural
         communication

2.   Write and Revise Business Documents.

       Potential Elements of Performance:

       - 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

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- Research topics effectively
- Organize data efficiently
- Compose a first draft
- Understand the process of revision

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

     Potential Elements of Performance:

- Define and apply the three-step process: planning, writing,
  revising
- Develop a plan for writing e-mails and memos
- Format e-mails
- Improve e-mail and memo readability with listing techniques
- 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

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

     Potential Elements of Performance:

- 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

III.   TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily explored in isolated learning units or in this order.

1. Achieving Success Through Effective Business Communication
2. Communicating in Teams and Mastering Listening and Nonverbal Communication
3. Communicating Interculturally
4. Applying the Three-Step Writing Process
5. Writing Business Messages
6. Completing Business Messages
7. Writing Routine and Positive Messages
8. Writing Negative Messages
9. Writing Persuasive Messages
10. Planning Reports and Oral Presentations
11. Writing Reports and Proposals
12. Completing Reports and Proposals
13. Planning, Writing, and Completing Oral Presentations

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Excellence in Business Communication – Third Canadian Edition. John V. Thill, Courtland L. Bovee, Ava Cross. Pearson Prentice Hall, 2009. ISBN 0-13-239670-X

Manila file folders (3) – letter size

USB Memory Stick

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V.   EVALUATION PROCESS/GRADING SYSTEM:

Three Tests:

Test #1... **20%**
Test #2 .... **30%**
Test #3... **30%**
Assignments **20%**

TOTAL... **100%**

The following semester grades will be assigned to students in post
secondary courses:

Grade	Definition	Grade Point Equivalent
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject areas.	
U	Unsatisfactory achievement in field/ clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

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VI.   SPECIAL NOTES:

Disability Services:
If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Disability Services office. Visit Room E1101 or call Extension 2703 so that support services can be arranged for you.

Retention of Course Outlines:
It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Communication:
The College considers **WebCT/LMS** as the primary channel of communication for each course. Regularly checking this software platform is critical as it will keep you directly connected with faculty and current course information. Success in this course may be directly related to your willingness to take advantage of the **Learning Management System** communication tool.

Plagiarism:
Students should refer to the definition of "academic dishonesty" in *Student Code of Conduct*. 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/program, as may be decided by the professor/dean. 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.

Course Outline Amendments:
The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

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

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Students are expected to demonstrate respect for others in the class. Classroom disturbances will be dealt with through an escalating procedure as follows:

- Verbal warning
- E-mail notification
- Meeting with the Dean

Students are expected to be present to write all tests during regularly scheduled classes.

In the event of a failed course grade, a supplementary test will be administered at the end of the semester to those students who have attended 75 percent of classes and have completed all required course work. The mark achieved on the supplemental will replace the lowest failed test for the final grade calculation. An appropriately labeled cd containing completed daily work MUST be available prior to writing the test if requested by the professor.

It is expected that 100 percent of classroom work be completed as preparation for the tests. All work must be labeled with the student's name and the project information on each page. Students are responsible for maintaining back-ups of all completed files.

Tests will not be "open book." Students must ensure that they have the appropriate tools to do the test (i.e. diskettes, pencil, pen, etc.).

During tests, students are expected to keep their eyes on their own work. Academic dishonesty will result in a grade of zero (0) on the test for all involved parties.

Test papers will be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student will be required to return all test papers to the professor who will keep them on file until the end of the next module. Any questions regarding the grading of individual tests must be brought to the professor's attention within two weeks of the test paper being returned.

Producing accurate work is fundamental to this course. Marks will be deducted for inaccuracies.

Regular attendance and participation is expected to ensure course information is communicated to all students. In-class observation of student work and guidance by the professor aids student success. Lectures will not be repeated in subsequent classes.

Keyboarding proficiency is encouraged. Students who are unable to keyboard with a touch type techniques are encouraged to use (or purchase) the *All the Right Type* typing tutor software located on the E-wing network and in the Learning Centre.

It is the student's responsibility to be familiar with the course outline and department manual. Students are expected to check college e-mail twice daily as a minimum.

VII.   PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII.   ADVANCE CREDIT TRANSFERS:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the program coordinator (or the course coordinator regarding a general education transfer request) or academic assistant. Students will be required to provide a transcript and course outline related to the course in question.