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Course Name

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Code No.**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. 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
- Research topics effectively
- Organize data efficiently
- Compose a first draft
- Understand the process of revision

**2. 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

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- Format e-mails
  - Improve e-mail and memo readability with listing techniques
  - Write to inform, request, or respond
  - Write everyday business letters
    - Information and action requests
    - Simple claim requests
    - Order requests
    - Information response letters
    - Customer order responses
    - Customer claim responses
    - Letters of recommendation
    - Goodwill messages
    - Persuasive claims and complaint messages
    - Persuasive suggestions
    - Sales letters
    - Online sales letters
    - Bad news messages
    - Refusals for requests and claims
    - Collection letters
3. 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. Applying the Three-Step Writing Process

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3. Writing Business Messages
4. Completing Business Messages
5. Writing Routine and Positive Messages
6. Writing Negative Messages
7. Writing Persuasive Messages
8. Planning Reports and Oral Presentations
9. Writing Reports and Proposals
10. Completing Reports and Proposals
11. 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

**V. EVALUATION PROCESS/GRADING SYSTEM:**

Three Tests:

Test #1 .....	<b>20%</b>
Test #2 .....	<b>30%</b>
Test #3.....	<b>30%</b>
In-class Assignments .....	<b>20%</b>
<b>TOTAL.....</b>	<b>100%</b>

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

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
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

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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.

**VI. SPECIAL NOTES:**

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

It is the student's responsibility to be familiar with the course outline and *Office Administration-Executive Student Manual*. These documents provide classroom policies that must be followed.

Students are expected to check college e-mail twice daily as a minimum.

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. A study partner/group is invaluable for notes in the event of an unavoidable absence but must not be depended upon for frequent absences.

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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:

- One verbal warning from professor
- One E-mail notification from professor
- Meeting with the dean which may result in suspension or expulsion

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

Keyboarding proficiency is an integral component of the Office Administration–Executive program. Students who are unable to keyboard with touch type techniques should be practicing their skills on a daily basis. *All the Right Type* typing tutor software is located in the E-wing computer labs and in the Learning Centre. Visit <http://www.ingenuityworks.com/> for more information on purchasing All the Right Type for home use.

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. If required, work must be submitted in a labeled folder complete with a plastic CD pocket. The college network (S:/My Documents) should be used as the primary workspace. Students are responsible for maintaining back-ups of all completed files using either a memory stick (USB) or CD.

Students are expected to be present to write all tests during regularly scheduled classes. 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. A missed test will receive a zero (0) grade.

Tests will not be “open book.” Students must ensure that they have the appropriate tools to do the test.

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Test papers may be returned to the student after grading in order to permit verification of the results and to review the tests. However, the student must return all test papers to the professor who will keep them on file for two weeks after the semester finish date. Any questions regarding the grading of individual tests must be brought to the professor's attention within two weeks of the date test papers are returned in class.

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 the course work. The mark achieved on the supplemental will replace the lowest failed test for the final grade calculation. An appropriately labeled USB/CD containing completed daily work **MUST** be available with the test if requested by the professor.

**VII. COURSE OUTLINE ADDENDUM:**

The provisions contained in the addendum located on the portal form part of this course outline.