
Course Name

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
- Write effective, concise messages for new media
- Write to inform, request, or respond
- Write everyday business letters

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- 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
3. Writing Business Messages
4. Completing Business Messages for a variety of media
5. Writing Routine and Positive Messages
6. Writing Negative Messages
7. Writing Persuasive Messages
8. Planning, Writing, and Completing Reports, Proposals, and Oral

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Presentations

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Excellence in Business Communication – Fourth Canadian Edition. John V. Thill, Courtland L. Bovee, Ava Cross. Pearson Prentice Hall, 2011. ISBN 978-0-13-700399-0

Manila file folders (3) – letter size

USB Memory Stick

V. EVALUATION PROCESS/GRADING SYSTEM:

Tests **80%**

In-class Assignments

- 5% attendance for classroom work
- 10% completion of assignments
- 5% assignments **20%**

TOTAL..... 100%

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 |
| 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 | |

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|----|---|
| X | area. 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. |

If a faculty member determines that a student is at risk of not being successful in their academic pursuits and has exhausted all strategies available to faculty, student contact information may be confidentially provided to Student Services in an effort to offer even more assistance with options for success. Any student wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

VI. SPECIAL NOTES:

Attendance

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 outline classroom policies that must be followed.

By considering the college environment as their workplace for the duration of the program, students will have a standard of performance to meet and will practise the day-to-day skills required to be successful in the work world.

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These skills include:

- arriving and leaving class on time
- calling in/e-mailing when not in attendance
- checking college e-mail twice daily as a minimum
- following classroom rules and procedures
- demonstrating appropriate manners and etiquette
- listening attentively when the class is being addressed
- demonstrating respect for others at all times
- focusing on the work at hand
- organizing paperwork and keeping track of deadlines
- producing accurate, mailable documents
- being responsible for your own work

Failure to follow program policies will be dealt with through an escalating procedure as follows:

- One verbal warning from professor
- One e-mail notification from professor
- Removal from the classroom and meeting with professor
- Meeting with the dean which may result in suspension or expulsion from the course/program

The Student Code of Conduct (found on the portal) provides guidelines and disciplinary procedures for the college community. Academic dishonesty as defined in the Student Code of Conduct will result in a zero grade for all involved parties.

Keyboarding proficiency is an integral component of the Office Administration – Executive program. Students who are unable to keyboard with touch type techniques should practise 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.

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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It is expected that 100 percent of classroom work be completed as preparation for the tests. 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.

All requested assignments must be submitted in a labeled folder complete with a plastic USB/CD pocket. All work must be labeled with the student's name and the project information on each page.

A late assignment will be accepted if submitted within **72 hours** of the due date and time. Twenty-five percent will be deducted from late/incomplete assignments automatically. Failure to follow this procedure will result in a zero grade for the assignment.

Students are expected to check college e-mail twice daily as a minimum to ensure timely communication of course information.

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

Students are expected to be present to write all tests during regularly scheduled classes. Students must ensure that they have the appropriate tools on hand to do the test.

Test papers may be returned to the student after grading to permit review of 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.

For those students who have

- attended 75 percent of classes
- completed all required course work
- failed the course or missed one test

a supplementary test will be administered at the end of the module. The mark achieved on the supplemental will replace the lowest test for the final grade calculation.

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In exceptional circumstances, the department will review the application of this policy on an individual basis. Supporting documentation may be required.

VII. COURSE OUTLINE ADDENDUM:

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