SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS COMMUNICATIONS

Code No.: ENG 215-3

Program: BUSINESS PROGRAMS

Semester: FALL AND WINTER

Date: JUNE 1987

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

New: _____   Revision: ___X___

APPROVED: _N. Koch_   N. KOCH   _Dec. 2/88_
          Chairperson   Date

PHILOSOPHY/GOALS (Course Description):

This course is designed for students preparing themselves for employment in business areas where skills of clarity, conciseness, and accuracy are necessary in both written and oral communications. Emphasis is also placed on developing student skills in locating, gathering, organizing and reporting information.

CREDITS	DURATION
3	15 weeks

HOURS/WEEK	PREREQUISITES
3	ENG 120-3 or the equivalent

ADVANCED CREDIT:

Students who have complete a similar post-secondary course or who have relevant employment-related experience should consult the Co-ordinator, Language and Communication/Social Sciences, Room E472.

TEXTBOOK:

Impact - A Guide to Business Communication by Margot Northey

SUPPLEMENTARY TEXTS:

William, Joseph. A Resume Guide Available FREE from Sault College Placement Office.

Collin's, Webster's New World Dictionary.

In addition, students will be expected to obtain an overhead transparency and a non-permanent (water soluable) transparency marking pen.

SUMMARY OF OBJECTIVES:

1. Students, in their written assignments, will produce clear, accurate well-organized text.

2. Students will demonstrate comprehension of program-related material by producing accurate summaries that also reflect the emphasis and tone of the original document

3. Students will prepare an effective job-application package which may include the letter of application, the resume, and other related communications.

4. Students will demonstrate the ability to adapt the format, tone and diction of a communication to the needs of a specific audience in a given situation.

5. Students will develop skills in locating, gathering and applying information in preparing written and oral reports.

6. Students will write a formal business report based on primary data.

7. Students will give well-organized, coherent, effective oral business presentations, using visual aids where appropriate.

INSTRUCTIONAL METHODS:

A variety of methods including classroom presentations, small group discussions and directed readings will be used to respond to students' needs.

Evaluation will normally be done by the instructor, but for some assignments peer evaluation may be required.

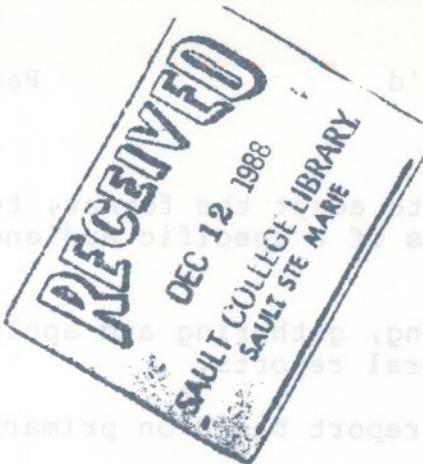## ASSIGNMENTS AND MARKING SCHEME:

Students will write _five_ assignments requiring formats commonly used for business correspondence. The following situations will provide a basis for selecting assignments:

        1) Situation requiring routine correspondence
        2) Situation requiring a persuasive response
        3) Problem requiring adjustment
        4) Situation requiring action
        5) Situation calling for an inquiry
        6) Situations requiring the delivery of good or bad news

Percentage of grade for above assignments	35%
Job Application package	10%
Oral Presentation(s)	15%
Formal report (includes proposal and annotated outline)	30%
Classroom activities	10%
TOTAL	100%

N.B. In all cases, the instructor will determine the order in which assignments are to be covered. Students will be notified if changes in the assignment loading or marking scheme are required.

4. Students will demonstrate the ability to select the best tone and diction of a communication to the needs of a specific audience in a given situation.

5. Students will develop skills in locating, gathering and applying information in preparing written and oral reports.

6. Students will write a formal business report based on primary data.

7. Students will give well-organized, coherent, effective oral business presentations, using visual aids where appropriate.

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