SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

manager (the data processing professors). SAULT STE. MARIE, ON DES PRISINES DE LA COMPANIO DE

COURSE OUTLINE

COURSE TITLE:

ADVANCED BUSINESS COMMUNICATION

CODE NO.:

ENG 308-3

SEMESTER:

identifying problems, communicating solutions,

FALL

PROGRAM:

BUSINESS PROGRAMS

AUTHOR:

LANGUAGE AND COMMUNICATION DEPARTMENT

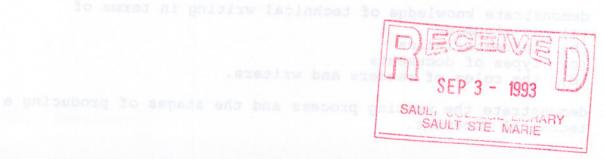
DATE: SEPTEMBER 1993

PREVIOUS OUTLINE DATED: SEPTEMBER 1992

APPROVED:

NADEAN KOCH, DEAN, SCHOOL OF ARTS AND GENERAL EDUCATION

DATE



PHILOSOPHY/GOALS

This course provides training for third-year business (EDP) students in reporting skills at an advanced level. Emphasis is placed on objectivity and accuracy. The language professor acts as a communications advisor and editor who helps students prepare and revise communications with other team members and their project manager (the data processing professors). Students will refine skills in planning, revising, and editing as well as acquiring information, identifying problems, communicating solutions, making decisions in small groups, writing reports, presenting summaries, reporting progress and making multi-media presentations. Whenever possible projects are jointly marked by the English and data processing faculty.

CREDITS
3 DURATION
one semester

HOURS/WEEK
3 PRE-REQUISITES
ENG 120-3 or the equivalent
ENG 215-3 or the equivalent

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

ADVANCED CREDIT

Students who have completed a similar post-secondary course or who have related employment-centred experience should bring relevant documents to the Coordinator, Language and Communication Department.

TEXTBOOKS

- 1. Technical Communication. Second Edition. Rebecca E. Burnett. Wadsworth Publishing Company.
- 2. GAGE Canadian Dictionary. GAGE Educational Publishing Company.
- 3. Roget's Thesaurus.
- 4. Students will be responsible for using a variety of articles from telecommunications periodicals.

SUMMARY OF OBJECTIVES

Upon completion of the course, students will be able to do the following:

- 1. demonstrate knowledge of technical writing in terms of
 - (a) development
 - (b) characteristics
 - (c) types of documents
 - (d) the roles of readers and writers.
- demonstrate the writing process and the stages of producing a technical document.

- identify and respond to the purpose and audience of technical writing.
- 4. apply strategies for analyzing and organizing information.
- 5. locate primary and secondary sources of information.
- 6. record, examine and document information.
- 7. collaborate in workplace writing.
- 8. design elements of a technical document including the effective use of visuals.
- 9. write effective technical style incorporating
 - effective sentence structure
 - precise word choice bompless ad III was saying yourself party of
 - plain language mendiaged notized summed has epsupast end it against
 - concrete details
 - concise wording
 - positive phrasing
 - maintenance of a suitable pace
- 10. revise and edit technical writing according to the principles of effective style and accepted format.

INSTRUCTIONAL METHODS

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

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

FORMAT FOR ASSIGNMENTS

Out of class assignments will be computer-generated following the Language and Communication Guidelines.

TOPICS

Pre-test
Writing a proposal
Writing or revising an abstract/summary
Critique of a report
Revising a report
Oral presentation of a report
Review test: Editing and revising

MAJOR ASSIGNMENTS AND MARKING SCHEME

Students will demonstrate skill development by completing the following assignments:

- 1. Summary writing Isamolal to septuos was 30% on bas wisaling essent
 - a) periodical writing
 - b) minutes of meetings polymorphi snemspob bus enimske brooms
 - c) journal writing
- 2. Business reports 50%
- 3. In-class presentations and tests 20%

FINAL GRADES

The following letter grades will be assigned as final grades in courses in the Language and Communication Department:

A+	Consistently outstanding	(90% - 100%)
A	Outstanding achievement	(80% - 89%)
В	Consistently above average achievement	(70% - 79%)
С	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	effective style and a
	course must be repeated.	(Less than 60%)

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.

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, as may be decided by the professor.

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 BUSINESS COMMUNICATION ENG 308-3

TIME FRAME

Three periods per week for one entire semester.

SPECIAL NOTES

All students should be aware of the Special Needs Office in the college. Students with identified special needs are encouraged to discuss required accommodations confidentially with the professor. It is the responsibility of students who require accommodations to contact the Special Needs Office.

PROFESSOR: Judith Rose-Wikman, Ext. 438 - Office E3207

ABVANCED BUSINESS COMMUNICATION

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