

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: ADVANCED BUSINESS COMMUNICATION

CODE NO.: ENG 308-3 SEMESTER: FALL

PROGRAM: BUSINESS PROGRAMS

AUTHOR: LANGUAGE AND COMMUNICATION DEPARTMENT

DATE: SEPTEMBER 1994 PREVIOUS OUTLINE DATED: SEPTEMBER 1993

APPROVED: N. Koch  
NADEAN KOCH, DEAN, SCHOOL OF  
ARTS AND GENERAL EDUCATION

DATE 1994 06 15

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  
ENG 315-3

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

TEXTBOOKS

1. Contemporary Business Communication. Vesper and Ruggiero. HarperCollins.
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 business writing in terms of
  - (a) development
  - (b) characteristics
  - (c) types of documents.
2. demonstrate the writing process and the stages of producing a business document.
3. modify and update job package.
4. identify and respond to purpose and audience.

5. apply creative and critical thinking strategies.
6. design documents including effective use of visuals.
7. apply strategies for analyzing and organizing information.
8. locate and document primary and secondary sources of information.
9. research, record, examine and summarize information.
10. collaborate in workplace writing.
11. practise interpersonal skills, including
  - working in groups
  - addressing conflict
  - accepting diversity
  - practising leadership
  - interacting in the field
  - understanding business etiquette
  - conducting meetings.
12. write effective reports incorporating
  - effective sentence structure
  - precise word choice
  - plain language
  - concrete details
  - concise wording
  - positive phrasing
  - maintenance of a suitable pace.
13. design and edit writing according to the principles of effective style and accepted format.
14. present orally, both formally and in small group situations.
15. communicate electronically.
16. apply ethical principles.

**Note:** The professor may add, delete or change the order of the topics in response to constraints of time, numbers of students and other considerations.

#### 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.

GRADING

Tests and assignments	60%
Term report	15%
Oral presentations	25%
Total	100%

Marking schemes and assignments will differ from professor to professor. This flexibility recognizes that professors need to vary their approach as they assist students with varying levels of competence to meet the objectives of the course and various programs.

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%)
B	Consistently above average achievement	(70% - 79%)
C	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 course must be repeated.	(Less than 60%)
CR	Credit exemption	
X	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.

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. All students and their tutors are required to meet with the professor before tutoring begins and as needed throughout the semester to enhance the learning process and student success.

ADVANCED CREDIT

Students who have completed an equivalent post-secondary course should bring relevant documents to the Coordinator, Language and Communication Department. Those who have related employment-centred experience should see the Prior Learning Assessment (PLA) Coordinator.



COURSE OUTLINE HISTORY

Course Title: ADVANCED BUSINESS COMMUNICATIONS

Code No.: ENG 308-3

Program: BUSINESS PROGRAMS

Original Date of Course Outline:

Original Author(s):

Author of Each Revision:	Each Date of Revision:
JIM FOSTER	1987 SEPT.
JIM FOSTER	1989 APRIL
JIM FOSTER	1990 SEPTEMBER
JIM FOSTER	1991 JUNE
JIM FOSTER	1992 SEPTEMBER
JIM FOSTER	1993 SEPTEMBER
JUDITH ROSE-WIKMAN	1993 SEPTEMBER
Nina Pyne	1994 May

The preceding outline belongs to Laura Bourgeois

