SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS COMMUNICATIONS
Code No.: ENG 215-3
Program: BUSINESS
Semester: FALL (some programs) - WINTER (other programs)
Date: AUGUST 1985
Author: LANGUAGE & COMMUNICATIONS DEPARTMENT

New: Revision: X

APPROVED: N. KOCH
Chairperson
Date 28/85
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 and organizing information.

CREDITS

3

DURATION

16 weeks

HOURS/WEEK

3

PREREQUISITES

ENG 120-3 or the equivalent

ADVANCED CREDIT

Students who have completed a similar post-secondary course or who have relevant employment-centred experience should consult the Co-ordinator, Language and Communication Skills/Social Sciences (Room E462).

TEXTBOOK


SUPPLEMENTARY TEXTS

Williams, Joseph. "A Résumé Guide" (available FREE OF CHARGE from Sault College Placement Office).

Collins, Webster's New World Dictionary.

Students will be expected to have an overhead transparency sheet and washable marking pen (blue or black ink).

SUMMARY OF OBJECTIVES

1. Students will develop clear, accurate, well-organized writing skills in several of the following areas:
   a) giving instructions;
   b) describing a process;
   c) explaining causes and effects through problem solving;
   d) classifying information

2. Students will demonstrate skills in comprehension by summarizing business materials in a manner that reflects the emphasis and tone.
3. Students will prepare an effective job application package. This includes covering letters and résumés.

4. Students will select appropriate written format (e.g. business letters, memos) and will be able to use tone, diction and business/technical jargon suited to the needs of their audience.

5. Students will develop their skills in locating, gathering and applying information in the preparation of both written and oral reports.

6. Students will write a brief, formal business report.

7. Students will give well-organized, 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 the students' needs.

ASSIGNMENTS AND MARKING SCHEME

Students will write six assignments in formats such as memos, business letters and short reports. These six will be selected from the following types:

(1) Routine
(2) Persuasive
(3) Complaint
(4) Call for Action
(5) An inquiry
(6) Good News
(7) Bad News

Job Application Package 15%
Oral Presentations 15%
Formal Report (includes proposal & rough draft) 30%
Classroom Activities 10%

100%

N.B. These assignments may not necessarily be covered in the order that they are listed. Students will be notified of any changes in the assignments or the marking scheme.
METHOD OF ASSESSMENT

Letter grades for assignments will be in accordance with the Language and Communications Department Guidelines.

For **FINAL** grades, the following letters will be recorded:

- **A** - Outstanding achievement
- **B** - Consistently above average
- **C** - Satisfactory/acceptable
- **R** - Repeat (the student has not achieved the objectives of the course and must repeat the course).

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