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 1990

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

New: _____ Revision: _______

APPROVED: N. KOCH
Dean [Signature]

Date: 90 06 26
PHILOSOPHY/GOALS (Course Description):
This course provides employment-related training in those written and oral reporting skills typical of a modern business organization. Emphasis is given to small group communication and oral presentations.

CREDITS
3

HOURS/WEEK
3

DURATION
16 weeks

PREREQUISITES
ENG 120-3 or the equivalent

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

TEXTBOOKS:
3. Roget's Thesaurus.

SUPPLEMENTARY TEXT:

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

.../con'd.
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, videotapings, small group discussions and directed readings will be used to respond to students' needs.

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

**ASSIGNMENTS AND MARKING SCHEME:**

Students will write a minimum of five assignments requiring formats commonly used for business correspondence.

1) routine correspondence
2) a persuasive response
3) an adjustment
4) request for action
5) an inquiry
6) the delivery of good news
7) the delivery of bad news
8) informal report(s)

Percentage of grade for above assignments 40%

Job Application package 10%

Oral Presentation(s) 10%

Formal report 30%

Classroom activities 10%

**TOTAL** 100%

N.B. In all cases, the teacher 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.