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: WINTER

Date: JANUARY 1991

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

New: Revision:

APPROVED:  N. KOCH

Date: 90/207
PHILOSOPHY/GOALS (Course Description):
This course provides employment-related training in those written and oral reporting skills typical of a modern business organization.

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 related employment-centred experience should bring relevant documents to the Co-ordinator, Language and Communication Department.

TEXTBOOKS:
2. GAGE Canadian Dictionary. GAGE Educational Publishing Company.
3. Roget's Thesaurus.

SUPPLEMENTARY TEXT:
A Resume Guide is available FREE from Sault College Co-op/Placement Office.
In addition, students may 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 documents.
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 which may be based on both primary and secondary 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 may 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 and good news writing
2) refusals and bad news writing
3) persuasive writing
4) informal report writing

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

2. Students will develop skills in locating, researching, and applying information in preparing written and oral reports.

3. Students will write formal business reports which may be based on specific interest and secondary areas.

4. Students will give well-organized, coherent, effective oral presentations using audiovisual aids and written notes.

INSTRUCTIONAL METHODS:

A variety of methods including classroom discussion, case studies, small group discussions, and group activities will be used to develop the skills, knowledge, and abilities of the student. 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:

1) Report on a topic or case study
2) Persuasive writing
3) Informal letter writing
4) Percentages of grade for group assignments
5) Application,其中包括
   Oral presentation(s)
   Formal report
   Classroom activities

| 10 |
| 10 |
| 10 |
| 10 |
| 10 |

TOTAL

In all cases, the teacher will determine the order in which assignments are to be completed. Students will be notified of changes in the assessment basis or weightings as they arise.