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

COURSE OUTLINE

ADVANCED COMMUNICATION SKILLS

Course Title: ENG 315-3

Code No.: ENG 315-3

Program: SELECTED POST SECONDARY PROGRAMS

Semester: THIRD

Date: JANUARY 1991

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

Pre-requisites

A/A - Computerized Accounting System
A/A - Computerized Business Management
A/A - Computerized Business Office Practice
A/A - Computerized Business Essays
A/A - Computerized Business Communication

Summary of Objectives

The following course objectives are essential for the complete and successful completion of this course. The student should be able to:

1. Analyze and evaluate business communication strategies
2. Develop effective communication skills
3. Apply communication principles in various business contexts

New: X Revision: ___

APPROVED: N. Koch 90/12/07

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PREREQUISITE

To register in English 315-3, the student must have successfully completed the 100- and 200-level English courses or their equivalents.

PHILOSOPHY/GOALS (COURSE DESCRIPTION)

This course helps students to fulfill reading, writing, problem-solving, speaking and listening objectives at an advanced level. Students will respond to situations presented in scenarios, case studies, or current affairs. They identify problems, and generate solutions supported by logical arguments. Students may respond in individual or small group oral presentations, and/or short written formats. Emphasis will be placed on independent learning skills and on persuasive communication of ideas.

METHOD OF ASSESSMENT (GRADING METHOD)

Students will be assessed on written submissions, oral presentations, and classroom activities, including quizzes.

Letter grades will be assigned in accordance with the Language and Communication Department Guidelines.

The following grade symbols will be used in recording final grades:

- "A+" - consistently outstanding achievement.
- "A" - outstanding achievement
- "B" - consistently above average achievement.
- "C" - satisfactory or acceptable achievement in areas subject to assessment.
- "R" - repeat (The student has not achieved the required objectives and must repeat the course.)

SUMMARY OF OBJECTIVES

1. Work individually and in groups to analyze a problem, identify possible solutions, select the best option, and present a logical persuasive argument for your choice.

2. Develop skills in finding information through primary and secondary sources.

3. Recognize bias and manipulation in information. i.e.: (propaganda and advertising techniques, etc.).

4. Demonstrate assertive oral communications skills through presentations of a logical argument to a small group or class.

5. Develop ability to ask clear penetrating questions.

6. Demonstrate skills in writing, editing, and proofreading.

.../con’d.
7. Develop skills in constructive feedback techniques by participating in peer evaluation of oral presentations.

TOPICS TO BE COVERED:

TOPICS:  
1. Assertiveness  
2. Inductive/deductive reasoning  
3. Syllogism and fallacy  
4. Propaganda  
5. Barriers to effective communication  
6. Seminar presentation  
7. Report writing  
8. Constructive evaluation

INSTRUCTIONAL METHODS

After the general introduction, the course will cover the objectives through the process of reading; analyzing; writing and speaking, both formally and informally. The emphasis will be on reading, role playing and analyzing scenarios and problem cases.

The teacher will provide guidance in scenario and case analysis, teach problem solving techniques and methods, assign oral and written tasks, monitor student progress and evaluate presentations and projects.

DUE DATES

Due dates for tests and presentations will be announced during the semester.

TIME FRAME

Advanced Communication Skills (ENG 315-3) involves two periods per week for sixteen weeks.

EVALUATION METHODS

25% Participation (20% class participation; 5% evaluation of oral presentations)

25% Oral presentation

15% Written report

15% In-class quizzes

10% Assignment

10% Roleplaying

ADDITIONAL RESOURCE MATERIALS AVAILABLE IN THE COLLEGE LIBRARY BOOK SECTION:

(These references will be distributed the first week of class.)
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TOPIC: Enhancing

TOPIC: 1. Assertiveness

II. Listening and Interpersonal Communication

II. Propaganda and Persuasion

II. Strategies and Techniques of Effective Communication

I. Written Communication

II. Written Report, Article, and Letter

III. Communication for Advocacy

INTRODUCTION

After the general introduction, the course will focus on four specific strategies that enhance interpersonal effectiveness. The strategies will be presented in a sequential order, progressing from the least to the most complex. These strategies will be illustrated and discussed, and a case study will be presented to demonstrate how they can be applied in real-life situations.

DETAILED

The course covers topics related to interpersonal communication, with a focus on enhancing effectiveness through active listening, oral communication, and written communication. The course materials include readings, case studies, and interactive activities designed to help students develop these skills.

TIME FRAME

The course duration is 16 weeks, with lectures and discussions held weekly. The final exam will be held at the end of the course.

EVALUATION

The evaluation criteria include the following:

- Participation (20%)
- Written Assignment (20%)
- Oral Presentation (20%)
- Written Report (20%)
- Final Exam (20%)

ADDITIONAL RESOURCES AVAILABLE IN THE COLLEGE LIBRARY

Please refer to the library for additional resources that will be assigned throughout the course.