Course Code: Title	CMM215: BUSINESS COMMUNICATION
Program Number: Name	
Department:	COMMUNICATIONS
Academic Year:	2025-2026
Course Description:	This course provides employment-related theory and practice in written and oral reporting skills typical of a modern business or institution. The principles of writing are taught through the writing process.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	CMM115
Corequisites:	There are no co-requisites for this course.
Substitutes:	CMM210, CMM225, OEL106, PFP204
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
	EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
	EES 4 Apply a systematic approach to solve problems.
	EES 5 Use a variety of thinking skills to anticipate and solve problems.
	EES 6 Locate, select, organize, and document information using appropriate technology and information systems.
	EES 7 Analyze, evaluate, and apply relevant information from a variety of sources.
	EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
	EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.
	EES 10 Manage the use of time and other resources to complete projects.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.
Books and Required Resources:	Sault College APA Quick Guide by Language and Communication Department Publisher: Sault College Edition: 4th

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Course Outcomes and Learning Objectives:	**Course Outcome 1**	**Learning Objectives for Course Outcome 1**
	1.Recognize and skillfully use the elements of communication theory (verbal and non-verbal) to make responses appropriate for specific audiences and purposes.	1.1 Demonstrate an understanding of the communication model and theory. 1.2 Identify the most effective channel of communication for the purpose and audience. 1.3 Recognize and interpret non-verbal communication. 1.4 Identify barriers to effective communication. 1.5 Practice overcoming communication barriers.
	Course Outcome 2	**Learning Objectives for Course Outcome 2**
	2. Produce clear, concise, accurate, well-organized, college-level, business documents, researched if required, using suitable tone, style, formats, and electronic tools.	2.1 Identify clearly the purpose of the message and the intended audience. 2.2 Identify the most effective method of communicating the message, identifying the purpose and content of all components. 2.3 Produce coherent, organized, complete, concise, correct documents. 2.4 Recognize and employ mechanical emphasis techniques in document design for audience appeal. 2.5 Recognize and use stylistic emphasis techniques in persuasive messages. 2.6 Produce a researched formal report using an assigned documentation style. 2.7 Incorporate graphics/illustrations appropriately in reports. 2.8 Use traditional and electronic sources for finding research materials. 2.9 Formulate recommendations based on analysis and logic. 2.10 Proofread and edit work. 2.11 Use concise language.
	Course Outcome 3	**Learning Objectives for Course Outcome 3**
	3. Gather, compile, apply, and present self-generated material and information from various sources (traditional and electronic, library, and non-library) using an assigned documentation format.	3.1 Analyze audience needs. 3.2 Investigate credible sources of information. 3.3 Select what is relevant, important, and useful. 3.4 Organize, draw conclusions, and make recommendations from the information.
	Course Outcome 4	**Learning Objectives for Course Outcome 4**
	4. Demonstrate comprehension of material by producing accurate, coherent summaries.	4.1 Read college-level materials for main and supporting ideas. 4.2 Demonstrate where to look for main ideas (thesis, introduction, conclusion, topic sentences in paragraphs, titles, headings, bolded words, etc.). 4.3 Keep the author intent when paraphrasing (ethics). 4.4 Use drafting, editing, and proofreading techniques for a concise, accurate, coherent summary.
	Course Outcome 5	**Learning Objectives for Course Outcome 5**

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5. Contribute to the achievement of practical organizational goals through teamwork in pair or group activities.	5.1 Collaborate with peers on projects, case studies, research reports, role-playing, class activities, or other assigned activities. 5.2 Participate in peer editing of writing projects.
Course Outcome 6	**Learning Objectives for Course Outcome 6**
6. Prepare and submit an effective job-application package.	6.1 Gather required data. 6.2 Identify one`s own skills, knowledge, and experience realistically. 6.3 Recognize audiences and organize information according to their needs. 6.4 Choose formats that best display and market one`s skills, knowledge, and experience. 6.5 Use software for appropriate document design for the resume and cover letter. 6.6 Use informative, specific language to present skills and experience. 6.7 Prepare employment-related communication as required. 6.8 Recognize successful interview strategies.
Course Outcome 7	**Learning Objectives for Course Outcome 7**
7. Give well-organized, coherent, effective oral presentations, using traditional and/or electronic visual aids where appropriate.	7.1 Locate, gather, and organize appropriate presentation materials. 7.2 Formulate and then support a clear thesis. 7.3 Use appropriate, effective vocabulary and style for the audience and purpose. 7.4 Prepare and use effective visual aids to enhance the presentation. 7.5 Use delivery techniques effectively in a presentation.

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Business Writting Assignments	40%
Communication Skills (Portfolio)	10%
Formal Report	25%
Job Application Package	15%
Oral Presentation(s)	10%

Date: June 20, 2025

Addendum: Please refer to the course outline addendum on the Learning Management System for further information.

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