

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



COURSE OUTLINE

COURSE TITLE: Business Communication

CODE NO. : CMM215-3 **SEMESTER:** F15/W16

PROGRAM: Various Post-Secondary

AUTHOR: Language and Communication Department

DATE: June 2015 **PREVIOUS OUTLINE DATED:** June 2014

APPROVED: 'Angelique Lemay' June/15

	DEAN	DATE
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TOTAL CREDITS: 3

PREREQUISITE(S): CMM115-3 or CMM120 or CMM110

HOURS/WEEK: 3

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*School of Community Services, Interdisciplinary Studies, Curriculum & Faculty
Enrichment*

(705) 759-2554, Ext. 2737

I. COURSE DESCRIPTION:

This course provides employment-related theory and practice in those written and oral reporting skills typical of a modern business or institution. The principles of writing are taught through the writing process.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**A. Learning Outcomes:**

1. Recognize and skillfully use the elements of communication theory (verbal and non-verbal) to make responses appropriate for specific audiences and purposes.
2. Produce clear, concise, accurate, well-organized, college-level, business documents, researched if required, using suitable style, tone, formats, and electronic editing tools.
3. Gather, compile, apply, and present self-generated data and information from various sources (traditional and electronic, library, and non-library) using an assigned documentation format.
4. Demonstrate comprehension of material by producing accurate, coherent summaries.
5. Contribute to the achievement of practical organizational goals through teamwork in pair or group activities.
6. Prepare and submit an effective job-application package.
7. Give well-organized, coherent, effective, oral presentations, using traditional and/or electronic visual aids where appropriate.

B. Learning Outcomes and Elements of the Performance:

Upon successful completion of this course, students will demonstrate the ability to:

1. Recognize and skillfully use the elements of communication theory (verbal and non-verbal) to make responses appropriate for specific audiences and purposes.

Potential elements of the performance:

- Demonstrate an understanding of the communication model and theory
- Identify the most effective channel of communication for the purpose and audience
- Recognize and interpret non-verbal communication
- Identify barriers to effective communication
- Practise overcoming communication barriers

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE (continued):

2. Produce clear, concise, accurate, well-organized, college-level, business documents, researched if required, using suitable tone, style, formats, and electronic tools.

Potential elements of the performance:

- Identify clearly the purpose of the message and who the audience will be
- Identify the most effective method of communicating the message, identifying the purpose and content of all components
- Produce coherent, organized, complete, concise, correct documents
- Recognize and employ mechanical emphasis techniques in document design for audience appeal
- Recognize and use stylistic emphasis techniques in persuasive messages
- Produce a researched formal report using an assigned documentation style
- Demonstrate an understanding of the use of and incorporate graphics/illustrations in reports
- Use traditional and electronic sources for finding research materials
- Formulate recommendations based on analysis and logic
- Proofread and edit work
- Use the concepts of concise language

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.

Potential elements of the performance:

- Analyze audience needs
- Investigate credible sources of information
- Select what is relevant, important, and useful
- Organize, draw conclusions, and make recommendations from the information

4. Demonstrate comprehension of material by producing accurate, coherent summaries.

Potential elements of the performance:

- Read college-level materials for main and supporting ideas
- Demonstrate where to look for main ideas (thesis, introduction, conclusion, topic sentences in paragraphs, titles, headings, bolded words, etc.)
- Keep the author's intent when paraphrasing (ethics)
- Use drafting, editing, and proofreading techniques for a concise, accurate, coherent summary

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE (continued):

5. Contribute to the achievement of practical organizational goals through teamwork in pair or group activities.

Potential elements of the performance:

- Collaborate with peers on projects, case studies, research reports, role-playing, class activities, or other assigned activities
- Participate in peer editing of writing projects

6. Prepare and submit an effective job-application package.

Potential elements of the performance:

- Gather required data
- Identify one's own skills, knowledge, and experience realistically
- Recognize audiences and organize information according to their needs
- Choose formats that best display and market one's skills, knowledge, and experience
- Use software for appropriate document design for the resume and cover letter
- Use informative, specific language to present skills and experience
- Prepare employment-related communication as required
- Recognize successful interview strategies

7. Give well-organized, coherent, effective, oral presentations, using traditional and/or electronic visual aids where appropriate.

Potential elements of the performance:

- Locate, gather, and organize appropriate presentation materials
- Formulate and then support a clear thesis
- Use appropriate, effective vocabulary and style for the audience and purpose
- Prepare and use effective visual aids to enhance the presentation
- Use delivery techniques effectively in the presentation

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

1. Channels of Communication in Modern Businesses and Institutions
2. Communication Principles
3. The Language of Reports
4. Summary Writing
5. Memos and Email
6. Letters
7. Informal Reports
8. Persuasive Writing
9. Communication for Employment
10. Research and Documentation
11. Oral Presentation(s)
12. Formal Report

IV. REQUIRED RESOURCES / TEXTS / MATERIALS:

1. Northey, M., & McKibbin J. (2012). *Impact: A guide to business communication* (8th Canadian ed.). Toronto: Pearson Education. (print-based and e-text available)
2. Language and Communication Guidelines (on D2L)
3. Professor's lessons, notes, assignments and announcements (on D2L)

V. EVALUATION PROCESS / GRADING SYSTEM:**MAJOR ASSIGNMENTS AND TESTING:**

(Refer also to the Language and Communication Guidelines)

The professor will announce which of the following will be completed in class under test conditions (minimum 20%).

1. Students will write a minimum of five assignments requiring formats commonly used for business correspondence, such as:
 - Memos and email
 - Letters
 - Informal reports

45%

 - Summary writing
 - Persuasive writing
 2. Oral presentation(s) **10%**
 3. Job application package **10%**
 4. Communication skills (Portfolio) **10%**
 5. Formal report **25%**

The formal report will have:

 - A minimum of three credible secondary sources.
 - 8 – 12 pages from introduction to recommendations (double spaced)
 - At least one graphic/illustration related to the content.
- TOTAL** **100%**

Notes

1. Professors reserve the right to adjust the course delivery as they deem necessary to meet the needs of students.
2. Professors will deduct marks for any grammar and fundamental errors in submissions.
3. The evaluation process/grading system and marking schemes for assignments may vary from professor to professor and from assignment to assignment. This flexibility recognizes that professors need to vary their approaches in order to assist students of differing skill levels meet the learning outcomes of the course and in response to program areas.

V. EVALUATION PROCESS / GRADING SYSTEM (continued)**METHOD OF ASSESSMENT (GRADING METHOD)**

Students will be assessed on the basis of their written assignments, oral presentation, job application package, formal report, editing skills, and research and documentation.

The following semester grades will be assigned to students:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	
C	60 - 69%	
D	50 – 59%	
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement.	
U	Unsatisfactory achievement.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

If a faculty member determines that a student is at risk of not being academically successful, the faculty member may confidentially provide that student's name to Student Services in an effort to help with the student's success. Students wishing to restrict the sharing of such information should make their wishes known to the coordinator or faculty member.

For such reasons as program certification or program articulation, certain courses require minimums of greater than 50% and/or have mandatory components to achieve a passing grade.

The minimum overall GPA required to graduate from a Sault College program remains 2.0.

VI. SPECIAL NOTES:Attendance:

Sault College is committed to student success. There is a direct correlation between academic performance and class attendance; therefore, for the benefit of all its constituents, all students are encouraged to attend all of their scheduled learning and evaluation sessions. This implies arriving on time and remaining for the duration of the scheduled session.

Academic Dishonesty:

Students should refer to the definition of “academic dishonesty” in *Student Code of Conduct*. The professor/instructor may impose one or more of the following College sanctions: letter of warning, temporary dismissal, letter of probation/sanction, restitution, and/or failing grade. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Prior Learning Assessment:

Students who wish to apply for advance credit transfer (advanced standing) should obtain an Application for Advance Credit from the Program Support Officer, Community Services Programs, in E2217, or the Coordinator, Language & Communication, in E2207. Students will be required to provide an unofficial transcript and course outline related to the course.

Please refer to the Student Academic Calendar of Events for the deadline to apply. Credit for prior learning may also be given upon successful completion of a challenge exam or portfolio. Substitute course information is available in the Registrar's office.

VII. COURSE OUTLINE ADDENDUM:

The provisions contained in the addendum located in D2L and on the portal form part of this course outline.