

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ON



COURSE OUTLINE

COURSE TITLE: Communications for Small Business I

CODE NO: ENT 100 SEMESTER: One

PROGRAM: Entrepreneurship Certificate Program

INSTRUCTOR: Aldo Caputo

DATE: January, 1994

PREVIOUS OUTLINE DATED: October 1993

APPROVED:

Rose Caicco  
Rose Caicco, Dean  
School of Business  
& Hospitality

Feb. 22/94  
Date

COURSE NAME: Communications for Small  
Business I

CODE NO.: ENT 100

TOTAL CREDIT HOURS: 39

PREREQUISITE(S): None

**I. PHILOSOPHY/GOALS:**

In today's highly competitive business world, prospective business owners require effective communication skills to meet the ever changing demands of their profession.

In ENT 100, Communications for Small Business I, students learn and apply vocabulary skills, basic reading techniques, and study skills; as well, they use guided practical writing exercises to review the mechanics of English. In this basic course, students will also apply methods for planning, writing and editing business correspondence.

**II. STUDENT PERFORMANCE OBJECTIVES:**

Upon successful completion of this course, the student will:

1. Demonstrate the writing skills and vocabulary necessary to communicate with the accuracy, clarity and conciseness necessary in the world of commerce.
2. Properly organize and format written documents used in business communication such as memos, letters, short and long reports, and business plans.
3. Demonstrate the command of different expository styles and tone in various writing situations.
4. Have developed library research and documentation skills.
5. Be able to read for the main idea and create fluid summaries of complex materials.
6. Have developed editing and proofreading skills.

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**III. EVALUATION METHODS: (INCLUDES ASSIGNMENTS, ATTENDANCE REQUIREMENTS, ETC.)**

A written statement of the methods to be used for student evaluation will be issued with this course outline by the appropriate academic division and will be under a separate cover.

Attendance is mandatory. Any in class assignments that are missed will not be rescheduled.

**Grading:**

The following semester-end grades will be assigned to students in post-secondary courses:

<u>Grade</u>	<u>Definition</u>
A+ 90 - 100%	Consistently outstanding
A 80 - 89%	Outstanding achievement
B 70 - 79%	Consistently above average achievement
C 60 - 69%	Satisfactory or acceptable achievement
R less than 59%	The student has not achieved objectives of course and must repeat the course

**Student Evaluation:**

Language Package	20%
Library Research	10%
Portfolio Assignments	60%
- memos	
- letters	
- short report	
- summary	
In-Class Assignments or Tests	10%

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1. All portfolio assignments will be submitted typed with proper title page.
2. Portfolio assignments should undergo a process of revision and editing before submission; some revision will take place in class, with the assistance of fellow students. The instructor may also return an item in the portfolio for resubmission if it is not done satisfactorily.

**IV. REQUIRED STUDENT RESOURCES**

The Communication Circuit, Third Edition, June Baker,  
Scarborough, ON  
Prentice-Hall, Inc. 1991  
Gage Canadian Dictionary  
Roget's Thesaurus

Grade	Description
A+	90 - 100%
A	80 - 89%
B	70 - 79%
C	60 - 69%
R	less than 60%

The student has not achieved objectives of course and must repeat the course.

Student Evaluation	In-Class Assignments or Tests
10%	10%
10%	10%
60%	60%

Portfolio Assignments:  
- essays  
- letters  
- short report  
- summary