

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: October 1993 PREVIOUS OUTLINE DATED: October 1992

APPROVED: Rose Caicco 93/10/29
Rose Caicco, Dean Date
School of Business
& Hospitality

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 enhanced vocabulary skills acquired using writing exercises, dictionary, and thesaurus.
2. Write clear, concise, grammatically correct sentences.
3. Write well-organized paragraphs.
4.
 - a) Use different expository techniques to fit the situation and audience.
 - b) Demonstrate command of these techniques in essays and short business documents.
5. Be able to read for the main idea, and create fluid summaries of complex material.
6. Develop editing and proofreading techniques.
7. Develop research, library, and documentation 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%
A	80 - 89%
B	70 - 79%
C	60 - 69%
R	less than 59%
	Consistently outstanding
	Outstanding achievement
	Consistently above average achievement
	Satisfactory or acceptable achievement
	The student has not achieved objectives of course and must repeat the course

Student Evaluation:

Assignments (In-Class; Homework)	40%
Grammar (Editing, Reading, Exercises)	20%
Library/Research	10%
Final Exam	30%
	100%

IV. REQUIRED STUDENT RESOURCES

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

