

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

BUSINESS COMMUNICATIONS

Course Title: _____

ENG 215-3

Code No.: _____

BUSINESS

Program: _____

FALL (some programs) - WINTER (other programs)

Semester: _____

AUGUST 1985

Date: _____

LANGUAGE & COMMUNICATIONS DEPARTMENT

Author: _____

New: _____ Revision: _____ X

APPROVED: N. Koch
Chairperson

June 28/85
Date

PHILOSOPHY/GOALS (Course Description)

This course is designed for students preparing themselves for employment in business areas where skills of clarity, conciseness and accuracy are necessary in both written and oral communications. Emphasis is also placed on developing student skills in locating, gathering and organizing information.

CREDITS

3

DURATION

16 weeks

HOURS/WEEK

3

PREREQUISITES

ENG 120-3 or the equivalent

ADVANCED CREDIT

Students who have completed a similar post-secondary course or who have relevant employment-centred experience should consult the Co-ordinator, Language and Communication Skills/Social Sciences (Room E462).

TEXTBOOK

Himstreet and Baty, Business Communications, Seventh Edition, Kent, 1984.

SUPPLEMENTARY TEXTS

Williams, Joseph. "A Résumé Guide" (available **FREE OF CHARGE** from Sault College Placement Office).

Collins, Webster's New World Dictionary.

Students will be expected to have an overhead transparency sheet and washable marking pen (blue or black ink).

SUMMARY OF OBJECTIVES

1. Students will develop clear, accurate, well-organized writing skills in several of the following areas:
 - a) giving instructions;
 - b) describing a process;
 - c) explaining causes and effects through problem solving;
 - d) classifying information
2. Students will demonstrate skills in comprehension by summarizing business materials in a manner that reflects the emphasis and tone.

3. Students will prepare an effective job application package. This includes covering letters and résumés.
4. Students will select appropriate written format (e.g. business letters, memos) and will be able to use tone, diction and business/technical jargon suited to the needs of their audience.
5. Students will develop their skills in locating, gathering and applying information in the preparation of both written and oral reports.
6. Students will write a brief, formal business report.
7. Students will give well-organized, oral business presentations, using visual aids where appropriate.

INSTRUCTIONAL METHODS

A variety of methods including classroom presentations, small group discussions and directed readings will be used to respond to the students' needs.

ASSIGNMENTS AND MARKING SCHEME

Students will write six assignments in formats such as memos, business letters and short reports. These six will be selected from the following types:

(1) Routine	
(2) Persuasive	
(3) Complaint	
(4) Call for Action	
(5) An inquiry	
(6) Good News	
(7) Bad News	30%
Job Application Package	15%
Oral Presentations	15%
Formal Report (includes proposal & rough draft)	30%
Classroom Activities	10%
	100%

N.B. These assignments may not necessarily be covered in the order that they are listed. Students will be notified of any changes in the assignments or the marking scheme.

METHOD OF ASSESSMENT

Letter grades for assignments will be in accordance with the Language and Communications Department Guidelines.

For **FINAL** grades, the following letters will be recorded:

- A - Outstanding achievement
- B - Consistently above average
- C - Satisfactory/acceptable
- R - Repeat (the student has not achieved the objectives of the course and **must** repeat the course).

/sdd

ASSIGNMENTS AND MARKING SCHEME

- (1) Routine
- (2) Persuasive
- (3) Complaint
- (4) Call for Action
- (5) An Inquiry
- (6) Good News
- (7) Bad News

30X
12X
12X
30X
10X

100X

N.B. These assignments may not necessarily be covered in the order that they are listed. Students will be notified of any changes in the assignments or the marking scheme.