

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: BUSINESS COMMUNICATIONS

Code No.: ENG 215-3

Program: BUSINESS PROGRAMS

Semester: FALL

Date: SEPTEMBER, 1986

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New: _____ Revision: X

APPROVED: N. Koch
Chairperson

N. KOCH

Aug. 18/86
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.

<u>CREDITS</u>	<u>DURATION</u>
3	16 weeks
<u>HOURS/WEEK</u>	<u>PREREQUISITES</u>
3	ENG 120-3 or the equivalent

ADVANCED CREDIT:

Students who have complete a similar post-secondary course or who have relevant employment-related 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:

William, Joseph. A Résumé Guide Available FREE from Sault College Placement Office.

Collin's, Webster's New World Dictionary.

In addition, students will be expected to obtain an overhead transparency and a non-permanent (water soluble) transparency marking pen.

SUMMARY OF OBJECTIVES:

1. Students, in their written assignments, will demonstrate the ability to produce clear, accurate well-organized text.
2. Students will demonstrate comprehension of program-related material by producing accurate summaries that also reflect the emphasis and tone of the original document
3. Students will prepare an effective job-application package comprising the letter of application and the resume.
4. Students will demonstrate the ability to adapt the format, tone and diction of a communication to the needs of a specific audience in a

given situation.

5. Students will develop skills in locating, gathering and applying information during the preparation of written and oral reports.
6. Students will write a formal business report based on primary data.
7. Students will give well-organized, coherent, effective 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 student's needs.

Evaluation will normally be done by the instructor, but in some assignments peer evaluation will be required.

ASSIGNMENTS AND MARKING SCHEME:

Students will write five assignments requiring formats commonly used for business correspondence. The following situations will provide a basis of selection for assignments:

- 1) Situation requiring routine correspondence
- 2) Situation requiring a persuasive response
- 3) Problem requiring adjustment
- 4) Situation requiring action
- 5) Situation calling for an inquiry
- 6) Situations requiring the delivery of good or bad news

Percentage of grade for above assignments	35%
Job Application package	10%
Oral Presentation(s)	15%
Formal report (includes proposal and ann. outline)	30%
Classroom activities	10%

TOTAL 100%

N.B. In all cases, the instructor will determine the order in which assignments are to be covered. Students will be notified if changes in the assignment loading or marking scheme are required.

