

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE
DURATION: 18 weeks
CREDITS: 3

PREREQUISITES
HOURS/WEEK: 3

Course Title: BUSINESS COMMUNICATIONS

Code No.: ENG 215-3
ADVANCED CREDIT:

Program: BUSINESS PROGRAMS

Semester: FALL AND WINTER
TEXTBOOKS:

Date: JUNE 1989
1. Impact - A Guide to Business Communication, Marjorie North
2. Webster's New World Dictionary, Third Edition, General
3. Roger's Thesaurus

Author: LANGUAGE AND COMMUNICATION DEPARTMENT
William Joseph, Placement Office

New: _____ Revision: X

APPROVED: N. KOCH
Chairperson

Date: June 14/89

PHILOSOPHY/GOALS (Course Description):

This course provides employment-related training in those written and oral reporting skills typical of a modern business organization. Emphasis is given to small group communication and oral presentations.

CREDITS

3

COURSE OUTLINE

DURATION

16 weeks

HOURS/WEEK

3

BUSINESS COMMUNICATIONS

PREREQUISITES

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 Coordinator, Language and Communication Department.

TEXTBOOKS:

1. Impact - A Guide to Business Communication. Margot Northey.
2. Webster's New World Dictionary, Third College Edition. General Publishing Company.
3. Roget's Thesaurus.

SUPPLEMENTARY TEXT:

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

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 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 which may include the letter of application, the resume, and other related communications.

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 in preparing 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 students' needs.

Evaluation will normally be done by the instructor, but for some assignments peer evaluation may 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 for selecting 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 annotated 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.

