

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 AND WINTER

Date: JUNE 1990

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

New: _____ Revision: X

APPROVED: *N. Koch* N. KOCH
Dean

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Date

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

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 related employment-centred experience should bring relevant documents to the Co-ordinator, Language and Communication Department.

TEXTBOOKS:

1. Effective Business Writing. Jennifer MacLennan.
2. Webster's New World Dictionary, 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 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.

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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, videotapings, small group discussions and directed readings will be used to respond to students' needs.

Evaluation will normally be done by the teacher, but for some assignments peer evaluation may be required.

ASSIGNMENTS AND MARKING SCHEME:

Students will write a minimum of five assignments requiring formats commonly used for business correspondence.

- 1) routine correspondence
- 2) a persuasive response
- 3) an adjustment
- 4) request for action
- 5) an inquiry
- 6) the delivery of good news
- 7) the delivery of bad news
- 8) informal report(s)

Percentage of grade for above assignments	40%
Job Application package	10%
Oral Presentation(s)	10%
Formal report	30%
Classroom activities	10%
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TOTAL	100%

N.B. In all cases, the teacher 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.

