

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY  
SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: ADVANCED BUSINESS COMMUNICATION

Code No.: ENG 308-3

Program: BUSINESS PROGRAMS

Semester: FALL

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Author: LANGUAGE AND COMMUNICATION DEPARTMENT

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APPROVED: *S. Koch* N. Koch  
Dean

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Date

### PHILOSOPHY/GOALS

This course refines the skills that third year business students require to complete a (simulated) business project. Ideally, the language teacher acts as a communications advisor and editor who helps students prepare and revise communications with clients, other team members and their project manager (the business teacher). Students will develop and refine skills in acquiring information, identifying problems, communicating solutions, making decisions in small groups, writing proposals, presenting summaries, reporting progress and making multi-media presentations.

### STUDENT PERFORMANCE OBJECTIVES

The student will ...

1. construct and explain a model of the communication process.
2. recognize and deal effectively with the psychological elements of the communication process.
3. recognize and explain the symbolic process underlying verbal communication.
4. recognize and illustrate connections between language and culture.
5. summarize written material.
6. listen effectively.
7. summarize group discussions.
8. take minutes at meetings.
9. chair a meeting effectively.
10. prepare effectively to interview a client.
11. apply techniques of effective questioning.
12. use feedback techniques in interviews.
13. recognize and respond to non-verbal signals in an interview.
14. write and deliver a summary of the information gained in an interview or observation.
15. know and follow procedures in preparing a report.
16. organize information effectively.
17. explain the function of various parts of a formal report.
18. place figures and charts strategically in a report.

19. write clear, conclusions and recommendations for a report.
20. write clear, concise summaries for reports.
21. apply editing principles and techniques to achieve correctness, conciseness, clarity, coherence, emphasis, and effective pacing of information in a report.
22. prepare and deliver an effective oral report that responds to audience, purpose and setting.

#### EVALUATION METHOD

The final mark will be the sum of all the communication tasks marked and revised by the students and teacher. However, the specific allocation of marks will be worked out as the nature and number of tasks is clarified by the business teacher's assignment(s). The English teacher's marking will reflect the quality and thoroughness of the student's revisions of work that has been sampled and for which the teacher has made suggestions.

#### SPECIAL NOTES

As long as groups remain small (under 12) the class may meet as a group only once per week. The teacher will, however, meet with individual students and with project teams to edit assignments during the other scheduled periods.