

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Title: REPORTING IN BUSINESS
Code No.: ENG 215
Program: Hotel & Restaurant Management
Semester: (Yr) Two (Sem) One
Date: June, 1983
Author: _____

New: _____ Revision: x

John Melusky

APPROVED: *[Signature]*
Chairperson

Date

REPORTING IN BUSINESS

Course Name

ENG 215

Course Number

PHILOSOPHY/GOALS:

Study of communication theory and concepts applicable to business organizations. Development of communicative skills in written, oral and small group work. Improvement of thinking and creative processes necessary to decision making and problem solving. Appropriate use of channels, media, and messages. Practice in handling interpersonal and organizational communication problems.

COURSE OBJECTIVES:

1. To increase an understanding of communication theory and related concepts as applied in business, industry, and other organizational settings.
2. To improve competencies in interpersonal communication: oral reporting, interviewing, and small group leadership (meeting management).
3. To improve competencies in written communication, specifically letters, memos and reports.
4. To develop greater competency in analyzing and solving communication problems.

TEXTBOOK(S):

The Business Communicator, Robert E. Swindle, Prentice Hall Inc. 1980

Webster's New World Dictionary, Collins, (Paperback)

TEXT READING:

You will be required to submit two supplemental reading reports. These may be from magazine articles or books in the library (other than your text)

You will be required to read assigned sections of the text and will be quizzed on the contents.

ATTENDANCE:

You have the responsibility to attend class regularly. Part of the class time will be used in learning - experience exercises, class discussion, and working in small groups. Thus, absences will affect your participation grade and results. Written work submitted late will be downgraded, and failure to complete all assignments will seriously affect your final grade. Five percent of your grade will be determined on the basis of your attendance and participation.

SPECIFIC OBJECTIVES:

Unit A: Communication Theory and Practice (4 weeks)

1. Understanding How Communication Works

- barriers to communication
- the communication process
- kinds of communication
- listening
- converting perception and purpose into language.

Readings:

Swindle, part I (1-2) p. 18-27
Quiz - questions selected from p. 28-29

Activities:

- listening practice
- group discussions

Assignment:

- case study - written analysis of a communication failure from your own experience.
- class discussion of cases.

2. Communicating in an Organization

- official networks
- unofficial networks
- media

Readings:

Swindle, part 2 (3-7) p. 1-15
Quiz - questions selected from p. 28-29

Activities:

- class discussion

Assignment:

- chart of communication flow in a large hotel or resort

Unit B: Interpersonal and Oral Communication

- group communication
- one-to-one communication
- communicating in an interview
- presenting information formally to a group

Readings:

Swindle, part 5 (18-21) p. 271-296
Quiz - questions selected from ends of subsections.

Activities:

- in-class simulations

Assignments:

- supplemental reading report # 1
- oral presentation

Unit C: Written Communication

- purpose and receiver
- style and language level
- organizing the communication
- delivering the message
- improving delivery skills

Readings:

Swindle - Readings from appropriate sections will be assigned in class

Activities:

- class discussion
- analysis of student writing

Assignments:

- three business letters
- two short communications (eg. memos)
- personal resume and letter of application
- report project culminating in a written report.
- supplementary reading report

Final Quiz:

One final quiz will be given, based on reading and class discussion throughout the semester.

DURATION:

Units B and C will comprise approximately twelve weeks of the course.

<u>ASSIGNMENTS</u>	<u>NUMBER</u>	<u>PERCENTAGE OF TOTAL</u>
Quizzes	3	15%
Final Quiz	1	5
Supplementary Reading Reports	2	10
Case Study	1	5
Organization Flow Chart	1	5
Short Communications	2	10
Letters	3	15
Application Package	1	5
Written Report	1	15
Short Oral Report	1	10
Class Participation/Attendance (ongoing)		<u>5</u>
TOTAL		100%

