

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

COURSE OUTLINE

Course Title: REPORTING IN BUSINESS
Code No.: ENG 215-3
Program: Hotel & Restaurant Management
Semester: Two
Date: January, 1985
Author: Mary Melesky

New: _____ Revision: ✓

APPROVED:

M. Koch
Chairperson

Jan 15 '85
Date

REPORTING IN BUSINESS - HRM
Course Title

ENG 215-3
Course Number

PHILOSOPHY/GOALS:

This course is intended to acquaint Hotel and Restaurant Management students with theory and concepts applicable to business and hospitality organizations. Communication skills will be developed through written and oral work. The course aims at developing in students the thinking and creative processes necessary for decision making and problem solving in the areas of interpersonal and organizational communication.

COURSE CONTENT: Specific objectives

1. Introduction:

2. Profile of Business Communications:

Students will

- a) know the scope and flow of communication in modern business.
- b) know the methods (of communication) both formal and informal.
- c) be able to define such terms as memos, reports, grievance systems, exit interviews, and to explain the advantages and limitations of such communication devices.
- d) be able to evaluate the means of communication used in the college and to suggest improvements.

3. Barriers to Effective Communication:

Students will

- a) be able to explain terms such as semantic noise, cultural bias, personal bias, generalities, credibility, defensive tone, selective perception, conditioning, mechanical noise, and overcommunication.
- b) be able to state (with appropriate examples) the dangers posed by barriers to communication.
- c) recognize examples of such barriers in their own communication.

COURSE CONTENT cont'd:

4. Mechanics:

Students will

- a) know the importance of verbal precision, clarity, conciseness and correctness in both oral and written communications.
- b) identify breaches of the above.
- c) correct examples of such breaches.

5. Preparing to Communicate:

Students will

- a) know the importance and see the practical value of planning communication.
- b) form objectives for communication.
- c) identify the audience.
- d) select an appropriate medium.
- e) time the communication for best results.
- f) communicate naturally.

6. Memoranda:

Students will

- a) know the advantages and limitations of memos.
- b) know standard memo format.
- c) know various types of memos.
- d) write memos in response to various business situations.

7. Introduction to Modern Letter Writing:

Students will

- a) know why the rules for letter writing in business are changing so rapidly.
- b) know the advantages and limitations of letters.
- c) know the parts of a letter.

COURSE CONTENT cont'd:

7. Introduction to Modern Letter Writing:

- d) know the formats of business letters.
- e) know the types or classes of mail service.
- f) write a letter using an appropriate format.
- g) know various substitutes for letters.
- h) design a postcard.
- i) write a telegram or night letter.
- j) recognize the importance of new electronic substitutes for letters.
- k) tour the word processing center.
- l) dictate and edit an input.
- m) know the advantages and limitations of the telephone.
- n) know how to use the telephone effectively.

8. Responding to Routine Correspondence:

Students will

- a) formulate an outline for a response.
- b) write a typical routine letter in response to a business situation.

9. Good News Letters:

Students will

- a) know the plan for a "good news" letter and the psychological reasons for that plan.
- b) plan and write such a letter for a given business situation.
- c) critique letters written by other students.

COURSE CONTENT cont'd:

10. Students will

- a) know the plan for softening a "bad news" letter and the psychological reasons for that plan.
- b) plan and write such a letter.
- c) critique letters written by other students.

11. Persuasive Letters:

Students will

- a) know the plan for a sales letter.
- b) know some techniques of salesmanship.
- c) plan and write a sales letter.
- d) critique letters written by other students.
- e) recognize a letter of application as a sales letter.
- f) write a letter of application.
- g) prepare a resume'

12. Interviews:

Students will

- a) know how to prepare for an interview.
- b) know how to dress for an interview.
- c) know the etiquette of an interview.
- d) know the importance of non verbal language in an interview.
- e) know techniques for answering difficult questions.

13. Letters That Call for Action:

The students will

- a) know the difficulties presented by this type of letter.
- b) know the psychological approaches which get the desired responses.
- c) plan and write letters asking for money.

COURSE CONTENT cont'd:

13. Letters That Call for Action:

- d) plan and write letters of inquiry.

14. Meetings and Oral Presentations:

Students will

- a) know the advantages and disadvantages of meetings as means of accomplishing tasks.
- b) know the four principles of group dynamics.
- c) know the responsibilities of members, especially of the chairperson.
- d) know the importance of procedures.
- e) know some of the basic rules of order.
- f) know how to participate effectively in meetings.
- g) know how to listen effectively and take useful notes.
- h) write minutes.
- i) know how to make a small group presentation (using visual aids to enhance the presentation).

15. Business Reports: Preparation:

Students will

- a) know the steps in report preparation.
- b) know how to select, narrow and focus a topic.
- c) know how to conduct a preliminary investigation.
- d) prepare an outline using the card system.
- e) know how to gather primary data through observations, interviews, surveys, experiments and statistical analysis.
- f) know how to find and use the usual sources of secondary data.

COURSE CONTENT cont'd:

The student will know the format for normal business reports including:

- a) organization.
- b) pagination.
- c) footnoting.
- d) headings.
- e) summaries.
- f) appendices.
- g) letters of transmittal.

Business Reports: Writing:

The student will know the importance of and apply the principles of the following as they write a report:

- a) sound sentence structure.
- b) variety in sentence structure.
- c) using precise words.
- d) avoiding needless jargon.
- e) carefully pacing the flow of information.

TEXTBOOKS REQUIRED:

1. Business Communication, Himstreet and Baty.
2. Webster's New World Dictionary - 2nd. College Ed.
(highly recommended)

ASSIGNMENTS AND GRADING:

Grading of Assignments

Assignments will be graded A, B, C, or U. No numerical grades or equivalents will be assigned.

A - will designate an outstanding performance (one of exceptional or remarkable quality)

B - will designate a good performance.

C - Will designate an acceptable or a reasonably satisfactory performance.

U - will designate an unsatisfactory performance.

Assignments will earn one or more units each, according to their length or complexity.

Shorter or relatively simpler assignments normally earn one unit, and longer or more complex assignments two or more units.

Each student will complete the following assignments. The number of units to be earned is shown on the right.

Written Assignments

- two memoranda one unit each
- three business letters two units each
- one application letter two units
- one resume two units
- one report proposal two units
- one annotated bibliography one unit
- one draft report one unit
- one completed report four units
- four quizzes or summaries - (text readings) one unit each

Spoken Assignments

- explanation of a technique two units
- presentation of report topic three units

Attendance/Class participation one unit

Total thirty units

A means 25 or more units of A.
B means 25 or more units of B, or B and A combined.
C means 18 or more units of A, B and/or C.
R means fewer than 18 units of C or more.

Failure to complete two of the total number of assignments will ordinarily result in failure of the course. (L & C Guidelines).

Attendance/Participation.

Attendance will be kept. Regular attendance and participation in class activities is important for success in this course. Students who attend fewer than 80% of their classes, as indicated on the attendance record, will receive "U" as their attendance/participation grade.

Methods of Presentation/Learning Activities

teacher presentations
group discussion
teacher evaluation
peer evaluation
individual research
spoken presentations
readings
class writing workshops
quizzes and summaries
formal assignments