

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: WINTER

Date: JANUARY 1991

Author: LANGUAGE AND COMMUNICATION DEPARTMENT

New: \_\_\_\_\_ Revision: X

APPROVED: N. KOCH  
Dean

901207  
Date

**PHILOSOPHY/GOALS (Course Description):**

This course provides employment-related training in those written and oral reporting skills typical of a modern business organization.

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. GAGE Canadian Dictionary. GAGE Educational Publishing Company.
3. Roget's Thesaurus.

**SUPPLEMENTARY TEXT:**

A Resume Guide is available FREE from Sault College Co-op/Placement Office.

In addition, students may 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 documents.
3. Students will prepare an effective job-application package which may include the letter of application, the resumes, 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 which may be based on both primary and secondary 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 may 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 and good news writing
- 2.) refusals and bad news writing
- 3.) persuasive writing
- 4.) informal report writing

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

---

**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.

