

I. COURSE DESCRIPTION:

This course continues the intensive development of grammar, sentence, and composition skills at an advanced level. Attention to purpose, audience, tone, language level, and organization as well as advanced editing strategies are emphasized in all written documents. This course also concentrates on enhanced reading comprehension and research/documentation skills at a post-secondary level. The theory of writing is taught through the writing process.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**A. Learning Outcomes:**

1. Adapt organization, tone, and language level to a specific audience.
2. Compose, write, revise, and edit business documents.
3. Read, integrate, and explore program-related materials.
4. Research, evaluate, and write informal reports.

B. Learning Outcomes and Elements of the Performance:

Upon successful completion of this course, students will demonstrate the ability to:

1. Adapt organization, tone, and language level to a specific audience.

Potential elements of the performance:

- Differentiate between internal and external formats
- Employ techniques that help the reader through the material
- Explore business conventions, especially voice and usage
- Employ effective tone and language to meet the needs of the reader
- Recognize and employ standard business layouts
- Recognize appropriateness of different layouts and content in documents

2. Compose, write, revise, and edit business documents.

Potential elements of the performance:

- Identify audience
- Select appropriate format given the audience
- Select appropriate format given the content
- Employ effective, professional vocabulary
- Organize content within logical, cohesive parameters
- Analyze and integrate research materials using standardized formats (MLA; APA)

3. Read, integrate, and explore program-related materials.

Potential elements of the performance:

- Read, evaluate, and demonstrate understanding of materials
- Demonstrate understanding through oral and/or written expressions

**II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE
(continued):**

4. Research, evaluate, and write informal reports.

Potential elements of the performance:

- Determine purpose and audience of report
- Select suitable informal report format
- Research content using a variety of sources
- Demonstrate appropriate citations
- Recognize bias
- Employ effective language
- Evaluate material for inclusion
- Produce a polished report

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development and are not necessarily intended to be explored in isolated learning units or in the order below.

1. Business Documents
2. Continued Grammar Theory
3. Editing and Revising Skills
4. Researching Skills
5. Versatile Approaches to Reading

IV. REQUIRED RESOURCES / TEXTS / MATERIALS:

None

V. EVALUATION PROCESS / GRADING SYSTEM:**MAJOR ASSIGNMENTS AND TESTING**

1. Business communications	50%
2. Continued grammar theory	30%
3. Informal Report(s)/Other	20%
Total	100%

NOTES:

1. Professors reserve the right to adjust the course delivery as they deem necessary to meet the needs of students.
2. Marking schemes for essays and other assignments will vary from professor to professor and from assignment to assignment. This flexibility recognizes that professors need to vary their approaches as they assist students with differing levels of competence to meet the learning outcomes of the course and to respond to program area needs.

V. EVALUATION PROCESS / GRADING SYSTEM (continued):**METHOD OF ASSESSMENT (GRADING METHOD)**

Students will be assessed on the basis of their business communications, grammar and editing skills, and informal reports.

The following letter grades will be assigned in accordance with college policy and the Language and Communication Department Guidelines:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 – 100%	4.00
A	80 – 89%	3.00
B	70 - 79%	2.00
C	60 - 69%	1.00
D	50 – 59%	0.00
F (Fail)	49% and below	
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

Note: For such reasons as program certification or program articulation, certain courses require minimums of greater than 50% and/or have mandatory components to achieve a passing grade.

It is also important to note, that the minimum overall GPA required in order to graduate from a Sault College program remains 2.0.

NOTE: Students may be assigned an “F” grade early in the course for unsatisfactory performance.

V. EVALUATION PROCESS / GRADING SYSTEM (continued):**Mid-Term Grades**

At **mid-term** one of the following grades will be assigned:

- S Satisfactory performance to the time of mid-term grade assignment (does not indicate successful completion of the course)
- U Unsatisfactory performance to the time of mid-term grade assignment (does not indicate unsuccessful completion of the course)
- F The course must be repeated; minimal performance has resulted in the course outcomes not being met

TIME FRAME

Applied Business Communication CMM230-3 involves three periods per week for one semester. Two of these hours will be scheduled in a computer lab. Students are expected to attend class and to participate in class activities.

VI. SPECIAL NOTES:**Special Needs:**

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your professor and/or the Special Needs office. Visit Room E1101 or call extension 703 so that support services can be arranged for you.

Retention of Course Outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other post-secondary institutions.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course Outline Amendments:

The professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

VI. SPECIAL NOTES (continued):

Substitute course information is available in the Registrar's office.

Complementary Activities

To meet course objectives, students should expect to match each scheduled class hour with independent study.

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.