



**EFFECTIVE: SEPTEMBER 2001**

**CURRICULUM GUIDELINES**

**A:** Division: **Instruction** Date: **December 13, 2000**  
**B:** Department/ **Commerce & Business Admin.** New Course  Revision   
 Program Area:  
 If Revision, Section(s) Revised: **H, J, Q**  
 Date Last Revised: **MAY 1999**

**C: OADM 240 D: Business Communications and Procedures E: 3**

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: This course is designed to enhance written and oral business communications as they pertain to the office in a global business environment. The effective relay and interpretation of verbal office messages are addressed. Composition of business messages for transmission by conventional and electronic methods is the major objective of the course		
<b>G:</b> Allocation of Contact Hours to Types of Instruction/Learning Settings  Primary Methods of Instructional Delivery and/or Learning Settings:  <b>Lectures and Seminars</b>  Number of Contact Hours: (per week / semester for each descriptor)  <b>Lecture: 4 Hrs.</b> <b>Total: 4 Hrs.</b>  Number of Weeks per Semester:  <b>15 Weeks X 4 Hrs per week = 60 Hrs.</b>	<b>H:</b> Course Prerequisites: Academic English 11 with a grade of C or better or equivalent	
	<b>I:</b> Course Corequisites: None	
	<b>J:</b> Course for which this Course is a Prerequisite: OADM 365 and OADM 375 and OADM 395	
	<b>K:</b> Maximum Class Size:  <b>30</b>	
<b>L:</b> PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input checked="" type="checkbox"/> College Credit Non-Transfer <input type="checkbox"/> College Credit Transfer: Requested <input type="checkbox"/> Granted <input type="checkbox"/> SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS ( <a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a> )		

**M:** Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. write and edit business letters and memoranda which conform to business standards for content, organization, language, and format;
2. prepare and deliver insightful, dynamic oral presentations that meet the needs of the audience;
3. exhibit professional standards regarding quality of work, adherence to deadlines, effective listening skills, and contribution to group activities.

**N:** Course Content

1. Routine Office Messages
  - 1.1 coherence
  - 1.2 conciseness
  - 1.3 completeness
  - 1.4 correctness
2. Words and Phrases
  - 2.1 vocabulary for business
  - 2.2 dictionary, thesaurus, word-division and office handbooks
  - 2.3 electronic grammar check, spell check and thesaurus
3. Phrases and Sentences
  - 3.1 mechanics
  - 3.2 concise and clear phrases and sentences
4. Sentences and Paragraphs
  - 4.1 topic sentence
  - 4.2 sentence unity
  - 4.3 "you" focus
  - 4.4 goodwill
  - 4.5 positive language
  - 4.6 conversational language
  - 4.7 politically correct language
5. Business Letters
  - 5.1 direct strategy
    - 5.1.1 information requests and replies
    - 5.1.2 claims and adjustments
    - 5.1.3 orders and acknowledgments
  - 5.2 indirect strategy

- 5.2.1 refused requests
- 5.2.2 refused claims
- 5.2.3 refused credits
- 5.2.4 persuasive requests
- 5.3 keyboarded layout
  
- 6. Inter-office Memoranda
  - 6.1 direct strategy
  - 6.2 indirect strategy
  - 6.3 persuasive requests
  - 6.4 keyboarded layout
  
- 7. Oral Interaction and Presentation
  - 7.1 interaction
    - 7.1.1 peer to peer (informal)
    - 7.1.2 peer to peer (formal groups)
    - 7.1.3 student to instructor
  - 7.2 presentation
    - 7.2.1 group reporting
    - 7.2.2 individual speech
  
- 8. Message Transmission
  - 8.1 electronic mail
  - 8.2 local area network
  - 8.3 teleconferencing
  - 8.4 voice mail
  - 8.5 facsimile
  - 8.3 teleconferencing
  - 8.4 voice mail
  - 8.5 facsimile

**O:** Methods of Instruction

Students will learn through short lectures and discussion, group activities, and practice in writing and revising business correspondence and in delivering oral presentations. Peer assessments and self assessments will be incorporated.

**P:** Textbooks and Materials to be Purchased by Students:

Guffey, Mary and Brendan Nagel. Essentials of Business Communication, Latest Canadian Edition.  
Scarborough: Nelson Canada

OADM 240 Business Communications and Procedures Assessment Forms

**Q:** Means of Assessment

Assignments/Revisions	20	
Presentation		10
Employability Skills		5
Midterm Test		20
Written communication tests (min. 3)	45%	
		<u>100%</u>

**\* STUDENTS MUST COMPLETE THE ORAL PRESENTATION  
IN ORDER TO RECEIVE CREDIT FOR THE COURSE.**

Prior Learning Assessment and Recognition: specify whether course is open for PLAR

This course is open for PLAR.

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Course Designer(s): **Name**

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Education Council/Curriculum Committee  
Representative

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Dean/Director: **Jim Sator**

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Registrar: Trish Angus