



**M:** Course Objectives / Learning Outcomes

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

<p>7.2 presentation</p> <p>7.2.1 group reporting</p> <p>7.2.2 individual speech</p> <p>8. Message Transmission</p> <p>8.1 electronic mail</p> <p>8.2 local area network</p> <p>8.3 teleconferencing</p> <p>8.4 voice mail</p> <p>8.5 facsimile</p>													
<p><b>O:</b> Methods of Instruction</p> <p>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>													
<p><b>P:</b> Textbooks and Materials to be Purchased by Students</p> <p>Guffey, Mary and Brendan Nagel. <u>Essentials of Business Communication</u>, Latest Canadian Edition. Scarborough: Nelson Canada</p> <p><u>OADM 1240 Business Communications and Procedures Assessment Forms</u></p>													
<p><b>Q:</b> Means of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Assignments/Revisions</td> <td style="text-align: right;">20</td> </tr> <tr> <td>* Presentation</td> <td style="text-align: right;">10</td> </tr> <tr> <td>Employability Skills</td> <td style="text-align: right;">5</td> </tr> <tr> <td>Midterm Test</td> <td style="text-align: right;">20</td> </tr> <tr> <td>Written communication tests (min. 3)</td> <td style="text-align: right;"><u>45%</u></td> </tr> <tr> <td></td> <td style="text-align: right;"><u>100%</u></td> </tr> </table> <p>* STUDENTS MUST COMPLETE THE ORAL PRESENTATION IN ORDER TO RECEIVE CREDIT FOR THE COURSE.</p>		Assignments/Revisions	20	* Presentation	10	Employability Skills	5	Midterm Test	20	Written communication tests (min. 3)	<u>45%</u>		<u>100%</u>
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<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>This course is open for PLAR.</p>													

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 Course Designer(s): Nancy Oike

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 Education Council / Curriculum Committee Representative

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 Dean / Director: Rosilyn G. Coulson

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 Registrar: Trish Angus