



Douglas College

Course Information

A: Division: **APPLIED PROGRAMS** Date: **MAY 1999**
 B: Faculty: **COMMERCE AND BUSINESS ADMINISTRATION** New Course:
 Program: **OFFICE ADMINISTRATION** Revision of Course Information Form: **MAY 1994**
 C: **OADM 240** D: **BUSINESS COMMUNICATIONS AND PROCEDURES** E: **3**

Subject & Course No.

Descriptive Title

Semester Credit

F: 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.

Summary of Revisions:
 1999-05 Sections: N,O,Q,R,S

G: Type of Instruction: Hours per week / per semester

Lecture:	3	Hrs.
Laboratory:		Hrs.
Seminar:	1	Hrs.
Clinical Experience:		Hrs.
Field Experience:		Hrs.
Practicum:		Hrs.
Shop:		Hrs.
Studio:		Hrs.
Student Directed Learning:		Hrs.
Other (Specify):		Hrs.
Weekly Total:	4	Hrs.
Semester Total (4 x 15 wks)	60	Hrs.

H: Course Prerequisites:

nil

I: Course Corequisites:

nil

J: Course for which this Course is a Prerequisite:

OADM 365 and OADM 375

K: Maximum Class Size:

30

L: College Credit Transfer:
 College Credit Non-Transfer: X
 Non-Credit:

M: Transfer Credit: Requested:
 Granted:

Specify Course Equivalents or Unassigned Credit as Appropriate:

BCOU	KUC
SFU	MALA
UBC	TWU
UNBC	OUC
UVIC	UCC
Other	UCFV

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 Course Designer(s): Nancy Oike/David Cordon

J. Sator

Dean: J. Sator

P. Angus

Registrar: P. Angus

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS:

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

O. LEARNING OUTCOMES

The student will 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.

P. 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

Q. METHOD 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.

R. COURSE EVALUATION

Assignments/Revisions	20%
Presentation *	* 5%
Employability Skills	5%
Midterm Test	25%
Written communication tests (min. 3)	<u>45%</u>
	<u>100%</u>

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

S. PRIOR LEARNING ASSESSMENT AND RECOGNITION

This course is open for prior learning assessment and recognition.

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