

The Learning Company

Business Communication – Student Outline

COURSE DESCRIPTION:

Studying the process of communication in the business context will help you make better choices when communicating in the workplace. Throughout Business Communication you will develop skills needed to succeed in today's technologically enhanced workplace by learning the following; how to gather data, problem solve effectively and make decisions independently.

DURATION: **75 Hours**

TEXTBOOK/RESOURCES:

- *Essentials of Business Communication, 7th Canadian Edition, Mary Ellen Guffey, Richard Almonte*
- *English Essentials, Cdn Edition, McGraw-Hill Ryerson*

COURSE OBJECTIVES:

After completing this course, you will be able to:

- Understand importance of effective communications in today's workplace
- Recognize audience-oriented, purposeful, economical writing
- Understand the difference between internal and external communications
- Understand the keys to persuasive messages, negative messages, informal and formal reports, and proposals
- Recognize key techniques for improving verbal/voice skills for telephone and face-to-face interactions
- Communicate and listen effectively both verbally and in writing; through email messages and letters
- Research data, generate ideas and present information
- Utilize appropriate vocabulary, grammar, punctuation
- Communicate in person, by telephone, and in meetings
- Give oral presentations confidently and comfortably
- Utilize written and oral communication skills to effectively build and maintain client relationships

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KEY TOPICS:

1. Communication Foundations: the process of communication; being a good listener
2. Before You Write: what to know and do before beginning to write a letter, email, etc.
3. Writing & Revising: how to write in a modern, conversational style; what to say, what not to say; what to avoid
4. Emails & Memos: writing internal communications
5. Routine Letters & Goodwill Messages: letters requesting information and their replies; order letters; thank you letters
6. Persuasive Messages: writing to convince the reader
7. Negative Messages: direct and indirect negative messages
8. Communicating in Person and by Phone: key points of effective face-to-face and telephone conversations; do's and don'ts
9. Oral Presentations: how to give simple presentations to clients and colleagues

EVALUATION:

Each student's performance is evaluated based on the satisfactory completion of all exercises and assignments to the standard set by the instructor as well as achieving a passing grade on all tests. The passing grade for this subject is 70%.

Writing assignments	50%
Grammar Quizzes	20%
Spelling Tests	10%
Presentations	10%
Attitude, participation	<u>10%</u>
Total	100%

ASSIGNMENT SUBMISSION POLICY:

Assignments are due on the date specified by the instructor. Students requiring extensions must make these arrangements prior to the assignment due date.

Late assignments will be discounted. Individual assignments will be marked down 10% of their value per day, up to a maximum of 3 days. After the third day, the assignment will not be accepted for marks.

Absenteeism does not excuse students from their responsibilities. In the event of an absence, the student is responsible for the work assigned and for the materials covered, including tests. Missed tests will be recorded at a mark of zero.

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ATTENDANCE POLICY:

Each student is required to attend class on a regular basis. Missing even one class can put a student seriously behind, making it difficult to catch up. Students missing more than 10% of class time will not be allowed to write tests without a formal review. As a result, they may not receive credit in the subject. (Special circumstances may be taken into consideration during the review process to determine the student's suitability to continue.)