

ENGLISH I

School of Business

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| Course Number ENL 1813B | Contribution to Program: Generic Skills Core | Educator(s) Business English Faculty |
| Applicable Program(s): All Business Programs | AAL: 01 | Approval Date: August 2006 |
| Course Hours: Delivered: 48 Normative: 48 | Prerequisites: ENL1962 (Office Administration students only) | Approved By: <hr style="width: 100%;"/> Title: <u>Chair, Financial, Office & Legal Studies, Business Communication & Quantitative Studies</u> |
| Prepared by: Elizabeth Skitmore | Corequisites: None | Approved for Academic Year: 2006-2007 |

COURSE DESCRIPTION

Students develop practical writing and speaking skills for successful communication in business. They review grammar and mechanics, and learn how to compose various types of business e-mails, memoranda, and letters with a focus on routine and special requests, orders, claims, and acceptances. Using real life scenarios and research skills, they write a short information report. In addition, students learn business presentation skills and give in-class presentations. A communication performance self-assessment completes the course.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

This course contributes to your program by helping you to achieve the following essential employability skills:

- (#1) communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T, A, CP)
- (#2) respond to written, spoken, or visual messages in a manner that ensures effective communication. (T, A, CP)
- (#6) locate, select, organize and document information using appropriate technology and information systems. (T, A, CP)
- (#7) analyze, evaluate, and apply relevant information from a variety of sources. (T, A, CP)
- (#9) interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (A)
- (#11) take responsibility for one's own actions, desires, and consequences. (A)

COURSE CURRICULUM

I. Course Learning Requirements/Embedded Knowledge and Skills

| Course Learning Requirements | Knowledge and Skills |
|---|---|
| When you have earned credit for this course you will have demonstrated an ability to | |
| 1. Write documents that conform to accepted business standards in organization, content, style, tone and mechanics | <ul style="list-style-type: none"> • letters, memos, autobiographical sketch, short reports other routine documents • variety of document formats • proper use of sentences, grammar and punctuation • elements of business writing style |
| 2. Demonstrate use of current information technology as a tool for effective communication | <ul style="list-style-type: none"> • word processing • Internet and Blackboard • voice mail and e-mail |
| 3. Deliver organized, clear, spoken messages to targeted audiences | <ul style="list-style-type: none"> • participation in class discussion • oral information reports • voice messaging |
| 4. Gather relevant information from various sources and integrate it into coherent messages | <ul style="list-style-type: none"> • evaluation of sources • documentation of sources using APA style • use of Internet • analysis and presentation of material |
| 5. Reframe and/or respond to spoken and/or written messages in ways that demonstrate comprehension and evaluation of messages | <ul style="list-style-type: none"> • barriers to effective listening • active listening techniques • self-assessment • summarizing |
| 6. Implement self-directed learning strategies including monitoring and evaluating communication strengths and weaknesses | <ul style="list-style-type: none"> • independent learning strategies • tools for self-analysis |

II. Learning Resources

Guffey, Mary Ellen and Brendan Nagle, Essentials of Business Communication, Fifth Canadian Edition, Thomson Nelson Canada, 2006.

III. Teaching/Learning Methods

During this course you are likely to experience the following:

- class discussions
- group discussions
- lectures
- lab work and independent study
- on-line learning

IV. Learning Activities

Samples of learning activities may include

- written exercises to improve sentence structure, grammar, punctuation
- exercises and discussions to raise awareness of different levels of language and the importance of appropriate tone in business communication
- case studies of effective and ineffective business writing
- planning, drafting, revising and writing routine letters and memos and information report planning, drafting, presenting oral reports
- participating in group and individual exercises and activities in both on-line and face-to-face environments

V. Evaluation/Earning Credit

The following will provide evidence of your learning achievement:

- 40% tests and exercises on sentence structure, grammar, punctuation, business style
- 40% letters, memos, e-mails, report(s)
- 10% oral presentation(s) and exercises
- 10% self-assessment (written appraisal and/or interview)

ASSIGNMENT POLICY:

Ordinary Circumstances

- Out-of-class assignments must be submitted on or before the due date.
- In-class assignments must be submitted during the class period in which they were assigned.

Extraordinary Circumstances

“Wherever possible, students are expected to anticipate their need for special allowances, and enter into discussion and make necessary arrangements with the appropriate faculty member (or other academic officer) in advance of the situation. In all cases, special allowances are subject to negotiation and agreement between the faculty member and the student concerned” (Algonquin Directive E3).

“It is Algonquin College’s policy to give students the opportunity to complete a course assessment survey in each course that they take which solicits their views regarding the curriculum, the professor and the facilities.”

STUDENT ACADEMIC RESPONSIBILITIES

You are responsible for the following:

- attending class regularly (if you are to develop your communication skills, you will require class instruction and practice; for this reason, you risk failing the course if you attend fewer than 80% of the class periods);

- maintaining a folder for all work you do in the course
- knowing the due dates for assignments and meeting these dates
- *handing in assignments that are your own work
- checking your college e-mail account
- monitoring of your course blackboard sites
- word processing assignments
- participating in on-line and classroom exercises and activities as required
- contacting your new professor immediately upon being transferred from one section of the course to another section

**Plagiarism is the submission of work that is in whole or in part someone else's work, which you claim as your own. You should be aware of the college policy of plagiarism (Algonquin Directive E43).*

www.algonquincollege.com/directives/sectionE/E43.pdf

RELATED INFORMATION

- Word processing facilities are available in the Access Centre.
- You will be required to write some assignments during class time.
- In all course work, you must comply with the conventions of standard English.
- If you are a student with a disability, it is strongly recommended that you identify your needs to the professor and the Centre for Students with Disabilities (CSD) by the end of the first month of the semester in order that any necessary support services can be arranged for you. You can do this by making an appointment at the CSD, Room C142, Ext. 7683, followed by appointments with your professors to discuss your needs. Students with supporting documentation who identify their needs to the CSD may, in certain courses, be given accommodations to address these needs. Reasonable accommodation may include such things as extended time for tests/exams, specialized equipment provided by CSD, etc. In order to provide testing accommodations, the department and faculty must receive your Individual Student Plan well in advance of tests and exams.

EXEMPTIONS:

Exemptions may be granted to students who have passed (with a minimum grade of C) an equivalent course at a post-secondary institution. Anyone wishing to apply for an exemption should do so through the Registrar's Office during the first week of classes. The deadline for applying for an exemption is the end of the third week of classes.

Prior Learning Assessment

Evidence of learning achievement for PLA candidates will consist of a portfolio containing

- a resume detailing the life and work experience on which the application for assessment is based;
- a statement relating this life and work experience to the course learning requirements;
- samples of work;
- letters of reference from employers and supervisors documenting how the candidate's experience meets the course learning requirements.

DATE FOR OFFICIAL ACADEMIC WITHDRAWAL:

Please consult the timetable you received from the Registrar's Office.

Students, it is your responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.