
ENGLISH II

School of Business

Course Number: ENL1823B	Contribution to Program: Generic Skills Core	Educator(s): Business English Faculty
Applicable Program(s): Some Business Programs	AAL: 02	Approval Date: August 2006
Course Hours:	Prerequisites: ENL1813B	Approved By:
Delivered: 48 Normative: 48	Corequisites: None	<u>Title: Chair, Financial, Office & Legal Studies, Business Communication & Quantitative Studies</u>
Prepared by: Elizabeth Skitmore		Approved for Academic Year: 2006-2007

COURSE DESCRIPTION

Students continue to expand their practical writing and speaking skills for successful communication in business. They compose various types of business e-mails, memoranda, and letters with a focus on negative and persuasive messages. Using real life scenarios and in-depth research skills, they produce a short analytical report. In addition, students give presentations supported by technology. Students create a job search package which includes employment readiness skills, resumes, cover letters and interview techniques. Finally, they complete the course with a self-assessment activity.

RELATIONSHIP TO PROGRAM LEARNING OUTCOMES

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

- (#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)
- (#6) locate, select, organize, and document information using appropriate technology and information systems. (T, A)
- (#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. (T, A)
- (#11) take responsibility for one's own actions, decisions, 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. Apply skilful writing techniques to write clear and effective business memos and letters using the indirect organizational pattern, and write an analytical report.	<ul style="list-style-type: none"> • the writing process: planning, drafting, revising, editing, proofreading • indirect approach in business communication • writing plans for business letter memos • analytical report format
2. Plan, organize and write persuasive messages that conform to accepted business practice.	<ul style="list-style-type: none"> • persuasive techniques for various documents such as sales letters, proposals, resumes, and cover letters
3. Demonstrate the use of current technology as a tool for effective business research and communication.	<ul style="list-style-type: none"> • word-processing software • presentation software • Internet search techniques including search engines and subject directories
4. Gather relevant information from various sources, document it, and integrate it into targeted messages.	<ul style="list-style-type: none"> • analytical research report • job market research
5. Present researched information in formal presentations and in simulated job interviews.	<ul style="list-style-type: none"> • analyze audience, organize content, prepare visual aids • delivery methods and techniques • interview strategies
6. Reframe information for a secondary audience.	<ul style="list-style-type: none"> • outlining and summarizing techniques
7. Use strategies to evaluate personal	<ul style="list-style-type: none"> • individual performance appraisal using self-

communication strengths and weaknesses.

assessment tools

II. Learning Resources

Guffey, Mary Ellen and Brendan Nagle, Essentials of Business Communication, Fourth Canadian Edition, Nelson, Canada, 2003.

III. Teaching/Learning Methods

During this course you are likely to experience:

- class discussions
- group discussions
- lectures
- interviewing/role playing/speaking
- lab work
- on-line learning

IV. Learning Activities and Assessment

Samples of learning activities include

- writing letters, memos, reports, and resumes for feedback from the instructor
- discussing examples of effective and ineffective business writing
- practising interview techniques individually or in groups for feedback from peers and/or instructor
- computer assisted learning
- oral reporting
- 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:

- 20% Tests/Exercises
- 20% Letter/Memo Writing
- 30% Reports – Written and Oral
- 20% Job Search Materials
- 10% Self-Assessment (written appraisal or oral 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; and
- 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 include either a portfolio or a 90-minute challenge exam consisting of

- an indirect-approach persuasive letter responding to a business case
- a short informational report responding to a business case
- a functional resume and covering letter
- a seven-to-ten-minute videotaped oral presentation/personal interview supporting your PLA application

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.