

Douglas College

Course Information

MAY 1999

A: Division: **APPLIED PROGRAMS**

Date:

Department: **COMMERCE AND BUSINESS ADMINISTRATION**

New Course:

E: Faculty

Program: **OFFICE ADMINISTRATION**

Revision of Course
Information Form:

MAY 1994

Program

OADM 240

D: **BUSINESS COMMUNICATIONS AND DOCUMENTATION**

Subject & Course No. _____

Semester Credit _____

Calendar Description _____

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS:

Guffey, Mary and Brandon Neel. *Essentials of Business Communication*. Boston: Boston College, 2011. ISBN: 978-0-07-338322-2. Latest Canadian Edition. Scarborough: Nelson, 2011.

5. Business Letters

5.1 direct strategy

5.1.1 information requests and replies

5.1.3 orders and acknowledgments

5.2 indirect strategy

5.2.1 refused requests

5.2.1 refused requests

5.2.2 refused claims

5.2.3 refused credits

5.3 keyboarded layout

6. Inter-office Memoranda

6.1 direct strategy

6.2 indirect 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 individual speech

8. Message Transmission

8.1 electronic mail

8.2 local area networks

8.3 teleconferencing

8.2 local area networks

8.4 videoconferencing

8.5 facsimile

... and discussion, group activities, and practice in writing and

... students will learn through non-ECTC

... in delivering and presenting

... revising business correspondence

R. COURSE EVALUATION

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

* STUDENTS MUST COMPLETE ALL OF THE ABOVE

THIS COURSE IS OPEN FOR PRIOR LEARNING

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