

COURSE MAM1030: COMMUNICATION STRATEGIES 1**Level:** Introductory**Theme:** Information Management Systems and Strategies**Prerequisite:** None**Description:** Students improve oral and written business communication skills necessary for efficient and effective management of information. The focus is on business writing strategies and composing at the computer when preparing memorandums, e-mail messages and business letters.**Parameters:** Access to a computer workstation.**Supporting Courses:** INF1010 Computer Operations
INF1030 Word Processing 1**Curriculum and Assessment Standards**

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> demonstrate use of the writing process when composing correspondence, including: <ul style="list-style-type: none"> – prewriting – writing – revising – proofreading demonstrate appropriate ways to deal with callers: <ul style="list-style-type: none"> – face to face – on the telephone 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> a correspondence writing project consisting of planning, composing, revising and proofreading: <ul style="list-style-type: none"> – a memorandum – e-mail messages (send and reply) – a personal business letter regarding a business matter; e.g., letter of complaint from a customer – a business letter regarding a particular business matter. <p><i>Assessment Tool</i> <i>Assessment Guide: Communication Strategies Writing Projects (MAMCOM–2)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p> <ul style="list-style-type: none"> a role-playing situation consisting of a minimum of two business communication scenarios; one for a face-to-face situation, the other for a telephone situation. Show evidence of proper etiquette when making introductions and using the telephone. <p><i>Assessment Tool</i> <i>Assessment Guide: Communication Strategies 1—Role Playing (MAM1030–1)</i> <i>Standard</i> <i>Rating of 1 in each applicable task</i></p>	<p>70</p> <p>20</p>

COURSE MAM1030: COMMUNICATION STRATEGIES 1 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • identify personal interests and opportunities as they relate to applying effective communication strategies in career areas • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • a career profile that includes job descriptions, education/qualification requirements, employment opportunities, advancement potential and salary range. <p><i>Assessment Tool</i> <i>Assessment Task: Career Profiles (MAMCARE)</i> <i>Standard</i> <i>Three career profiles, all sections completed</i></p> <ul style="list-style-type: none"> • observations of individual effort and interpersonal interaction during the learning process. <p><i>Assessment Tool</i> <i>Basic Competencies Reference Guide and any assessment tools noted above.</i></p>	<p>10</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Planning to Write Business Documents</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and describe the different types of business documents <ul style="list-style-type: none"> – memoranda (memos) – electronic messages (e-mails) – personal business letters – business letters – informal business reports – form business reports – proposals and press releases • outline and research the steps in the writing process: prewriting, composing, revising, proofreading • describe strategies to use when planning to write business documents <ul style="list-style-type: none"> – identify the main point – identify the audience – determine the type of document (letter, memo) – plan the message by listing points – arrange points in logical order 	

COURSE MAM1030: COMMUNICATION STRATEGIES 1 (continued)

Concept	Specific Outcomes	Notes
<p>Planning to Write Business Documents (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • describe basic sentence structure, grammar, spelling and punctuation rules. 	
<p>Writing Effective Memos</p>	<ul style="list-style-type: none"> • identify and use <i>prewriting</i> strategies when preparing e-mail messages and memos: <ul style="list-style-type: none"> – good organization – get to the point quickly – supply accurate information – indicate specific actions • select a format to use before writing a memo or e-mail message • <i>compose</i> the first draft of the memo using a word processing program/template • identify and use <i>revising</i> strategies; e.g., check for brevity, active language and clarity • identify and use <i>proofreading</i> strategies: <ul style="list-style-type: none"> – proofread for facts, dates, names, figures and statistical information – proofread for sentence structure, grammar, spelling, punctuation and format. 	
<p>Writing Effective Business Letters</p>	<ul style="list-style-type: none"> • differentiate between a personal business letter and a business letter • describe the functions of a business letter: <ul style="list-style-type: none"> – sell products or services – request material or information – answer customer inquiries or complaints – increase goodwill – act as a permanent record – written contract 	

COURSE MAM1030: COMMUNICATION STRATEGIES 1 (continued)

Concept	Specific Outcomes	Notes
Writing Effective Business Letters (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and use <i>prewriting</i> strategies when preparing personal business and business letters: <ul style="list-style-type: none"> – identify the purpose and audience – identify what details need to be included – complete any necessary research – organize the letter using letter formulas – outline the details of the letter in the order they should appear • select a letter format to use before writing • <i>compose</i> the first draft of the letter—including an opening, body and closing—using a word processing program • identify and use <i>revising</i> strategies for a business letter • identify and use <i>proofreading</i> strategies: <ul style="list-style-type: none"> – proofread for facts, dates, names, figures and statistical information – proofread for sentence structure, grammar, spelling, punctuation and format. 	For example, AIDA formula: attention interest, desire, action.
Effective Oral Communications in Business	<ul style="list-style-type: none"> • describe effective oral communication strategies used in business • describe the significance of non-verbal language • practise using proper telephone etiquette when making/answering calls, during the call and following the call • practise making proper business introductions. 	Opening, listening, responding. Body language.
Career Exploration	<ul style="list-style-type: none"> • analyze a variety of career opportunities related to business communications • identify personal interests, talents and experiences as they relate to careers in business communications. 	Define key terms related to career path/ladders, entry-level positions, mid-management, management positions.