

COURSE MAM2060: COMMUNICATION STRATEGIES 2**Level:** Intermediate**Theme:** Information Management Systems and Strategies**Prerequisite:** MAM1030 Communication Strategies 1**Description:** Students improve their basic oral and written communication strategies necessary to efficient, effective management of information. The focus is on technical writing strategies and composing at the computer when preparing informal business reports and proposals.**Parameters:** Access to computer workstation.**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"> critique informal business reports 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> reading and critiquing a minimum of three informal reports in an area of interest in regards to content organization, clarity, completeness and use of proper sentence structure, grammar, spelling and punctuation. Suggest ways the report could be improved. <p><i>Assessment Tool</i> <i>Assessment Task: Communication Strategies, Read and Critique Technical Reports (MAMCOM-1)</i></p> <p><i>Standard</i> <i>Rating of 2, all questions answered</i></p>	15
	<ul style="list-style-type: none"> demonstrate use of the writing process; e.g., prewriting, writing, revising, proofreading, when composing business reports or proposals <ul style="list-style-type: none"> composing and formatting a minimum of two informal reports in an area of interest. Show evidence that the writing process was followed during preparation (prewriting, writing, revising, proofreading). <p><i>Assessment Tool</i> <i>Assessment Guide: Communication Strategies Writing Projects (MAMCOM-2)</i></p> <p><i>Standard</i> <i>Rating of 2 in all applicable tasks</i></p>	70

COURSE MAM2060: COMMUNICATION STRATEGIES 2 (continued)

General Outcomes	Assessment Criteria and Conditions	Suggested Emphasis
<p><i>The student will:</i></p> <ul style="list-style-type: none"> • deliver an oral report, using effective communication strategies • demonstrate basic competencies. 	<p><i>Assessment of student achievement should be based on:</i></p> <ul style="list-style-type: none"> • an oral presentation consisting of a minimum five-minute presentation on a designated topic. Show evidence of effective oral communication strategies including non-verbal skills. <p><i>Assessment Tool</i> <i>Assessment Guide: Communication Strategies Oral Presentations (MAMCOM-3)</i> <i>Standard</i> <i>Rating of 2 in all applicable tasks</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>15</p> <p>Integrated throughout</p>

Concept	Specific Outcomes	Notes
<p>Preparing to Write Technical Reports</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • research the types of business situations that require technical reports: <ul style="list-style-type: none"> – investigative report, analysis of a particular problem – evaluation of an existing situation or a proposed action – response to a situation or incident – progress being made on a long-term project – proposal, persuades the reader to adopt a change 	<p>Select from offices of: various sizes (e.g., home business, large business, community organization, telecommuting); various sectors of the economy; e.g., oil, service industry, real estate, insurance, health industry, auto dealership.</p>

COURSE MAM2060: COMMUNICATION STRATEGIES 2 (continued)

Concept	Specific Outcomes	Notes
<p>Preparing to Write Technical Reports (continued)</p>	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • distinguish between the need for informal and formal reports in business environments: <ul style="list-style-type: none"> – situation – audience – details of investigation • compare the characteristics between informal and formal writing including: <ul style="list-style-type: none"> – writing styles – length and layout. 	
<p>Writing Effective Informal Reports</p>	<ul style="list-style-type: none"> • research and use <i>prewriting</i> strategies when preparing informal reports: <ul style="list-style-type: none"> – identify the purpose – list key points – discussion of finding • outline the sections of an informal report: <ul style="list-style-type: none"> – summary – introduction – discussion – conclusion(s) – recommendations – appendices—charts, supporting data, diagrams • <i>draft</i> the informal report using the following strategies: <ul style="list-style-type: none"> – write in an unbiased manner – substantiate opinions – be specific – construct and attach any appendices • identify and use <i>revising</i> strategies such as asking questions like the following: <ul style="list-style-type: none"> – is the report properly focused? – is the report complete? – are conclusions and recommendations logical with the findings? – are there any inconsistencies or contradictions? 	<p>Use word-processing programs, templates.</p>

COURSE MAM2060: COMMUNICATION STRATEGIES 2 (continued)

Concept	Specific Outcomes	Notes
Writing Effective Informal Reports (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • 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. 	
Oral Communications	<ul style="list-style-type: none"> • give oral instructions in person or on a recording to enable another person to complete a specified task • receive instructions from a person or on a recording and develop a plan to complete a specified task • rehearse a prepared oral or written report on a business topic using effective oral communication strategies. 	