

COURSE MAM3080: COMMUNICATION STRATEGIES 3**Level:** Advanced**Theme:** Information Management Systems and Strategies**Prerequisite:** None**Description:** Students continue to improve basic oral and written communication strategies necessary to efficient and effective management of information. Focus is on technical writing strategies and composing at the computer when preparing formal business reports and proposals.**Parameters:** Access to a computer workstation.**Supporting Course:** MAM2060 Communication Strategies 2**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 formal technical 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 two formal technical reports for organization, clarity, completeness and use of proper sentence structure, grammar, spelling and punctuation. Suggest ways the reports 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 3, all questions answered</i></p>	20
<ul style="list-style-type: none"> prepare a formal technical report that is clear, concise and meets the needs of the report user 	<ul style="list-style-type: none"> composing and formatting a formal technical report in an area of interest. Show evidence that the writing process was followed in its preparation (prewriting, writing, revising and proofreading). <p><i>Assessment Tool</i> <i>Assessment Guide: Communication Strategies Writing Projects (MAMCOM-2)</i></p> <p><i>Standard</i> <i>Rating of 3 in each applicable tasks</i></p>	60

COURSE MAM3080: COMMUNICATION STRATEGIES 3 (continued)

Concept	Specific Outcomes	Notes
Planning to Write Technical Reports (continued)	<p><i>The student should:</i></p> <ul style="list-style-type: none"> • identify and demonstrate competencies needed for effective technical writing: <ul style="list-style-type: none"> – concentration – precision – summarization skills • read and evaluate a variety of technical reports • compare technical writing with other writing: e.g., creative, historiographical, journalistic. 	
Writing Effective Technical Reports	<ul style="list-style-type: none"> • research and follow <i>prewriting strategies</i> when preparing formal technical reports: <ul style="list-style-type: none"> – determine the purpose – prepare an outline – conduct the research – develop a notetaking system – prepare an outline putting all sections together • <i>compose</i> the first draft of the formal document using word-processing programs, templates and effective strategies for formal reports such as: <ul style="list-style-type: none"> – write one section at a time (executive summary being the last section to write) – use headings and side headings for ease of reading • use <i>revising</i> strategies such as: <ul style="list-style-type: none"> – check draft against outline – insure purpose has been achieved – check report is clear, concise and complete – check facts for accuracy • 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. 	

COURSE MAM3080: COMMUNICATION STRATEGIES 3 (continued)

Concept	Specific Outcomes	Notes
Oral Communications	<p><i>The student should:</i></p> <ul style="list-style-type: none">• research and critique presentation strategies• identify types of visual aids one can use in a presentation• rehearse making an oral presentation of a formal technical report using visual aids and effective presentation strategies.	Charts, graphs, diagrams, pictures, outlines.