
Introduction to the Course

Handout 1

Course Outline

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| Course Title | Workplace Communication Skills for Entrepreneurship and Sales and Marketing |
| Total Course Hours | 180 |
| Prerequisites | Canadian Language Benchmark (CLB) 6 to 8 Prior knowledge or experience in entrepreneurship or sales and marketing |

Course Description

This course focuses on the language and socio-cultural communication requirements of entrepreneurs and sales and marketing occupations at CLB 6 to 8. The course addresses the language and communication skills needed to find and share information with others; communicate using technology such as telephone and email; manage interactions with colleagues, clients and business associates; introduce yourself in work-related situations; undertake employment and work-related interviews; and network effectively. Sector background knowledge and culture relevant to the workplace context in Ontario are explicitly addressed in communication practice tasks.

Global Outcome

On successful completion of the 180-hour OSLT course, participants will be able to demonstrate the communication skills required to carry out key functions described above within one of the business occupations included in the course. These skill outcomes are broken down by unit as follows.

Unit Outcomes

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|---------------|---|
| Unit 1 | Working in Business <ul style="list-style-type: none">Describe professional background, experience and goals in language appropriate for the business sector context in Ontario.Introduce yourself appropriately in a professional context. |
| Unit 2 | Gathering and Sharing Information <ul style="list-style-type: none">Ask common questions related to collecting information clearly, accurately and appropriately.Orally present an idea in an organized, clear and persuasive manner.Understand and complete a standard form accurately. |
| Unit 3 | Communicating Using Technology <ul style="list-style-type: none">Open, participate in and close telephone calls clearly and appropriately.Record a professional voicemail message.Write an effective, clear and appropriate email. |
| Unit 4 | Managing Interactions <ul style="list-style-type: none">Engage appropriately and effectively in small talk interactions.Use appropriate communication strategies to manage a concern or conflict.Participate effectively in meetings. |
| Unit 5 | Moving Forward in Business <ul style="list-style-type: none">Introduce yourself in an interview or networking context.Make effective and appropriate presentations in an interview or networking situation. |

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Introduction to the Course

Handout 1 (cont.)

Course Outline (cont.)

Assessment Process

At the end of the course, you will complete a series of assessment tasks and your performance on them will determine your final achievement level for the course.

Your instructor will provide informal feedback on your communication skills in class and a written summary of your progress with respect to the unit outcomes at the end of Units 1 through 4.

Course Expectations

In order to increase your communication skills, cultural competence and confidence in undertaking tasks common to doing business in Ontario, your instructor will expect you to attend regularly so that you will have the opportunity to

- participate in discussions, dialogues and role-plays.
- read and respond to course handouts and other written materials.
- use a variety of communication technologies (such as the telephone or voicemail) that are useful for developing language skills as well as for doing business in Canada.
- complete online and other homework assignments, as required.