



**CERTIFICATE IN  
EXECUTIVE SECRETARYSHIP**

**MODULE LEARNING GUIDE**

**FOR**

**OFFICE COMMUNICATION II**

**Subject Code: *CES109***

## Version 1: JANUARY 2007

### 1) INTRODUCTION

Office Communication II is designed to provide the learner with the rudiments of communicating in a business environment especially for those who will be trained to work in an administrative and secretarial role that demands good communication and business English skills.

### 2) AIMS

The following is the intended aim of this module:

This module is designed to provide the learner with the rudiments of communicating in business environment especially for those who will be trained to work in an administrative and secretarial role that demands good communication and business English skills.

### 3) LEARNING OUTCOMES

**At the completion of this module, the students will be able to:**

- a) Compose the following communication documents in a professional way:
  - leaflets
  - invitation
  - e-mail message
  - fax message
  - memoranda
  - questionnaire
  - reports
  - documents for meeting
  - visual presentation
  - forms
- b) Summarise lengthy business documents
- c) Improve skills in comprehension and grammar
- d) Be familiar with the usage of template design in creating business documents

### 4) AUDIENCE AND PRE-REQUISITES

This module requires students to have completed Office Communication I.

### 5) OVERVIEW OF THE MODULE

This module will cover the following areas:

- Leaflets / Invitations / Brochures

- Telecommunication
- Memoranda Questionnaires
- Notices /Reports / Meetings
- Visual Presentation
- Forms Design
- Using templates for business correspondence

## 6) INSTRUCTIONAL PLAN AND RESOURCES

The base source of material to be used is a module text titled "Communication For Business by Shirley Taylor " – 4<sup>th</sup> Edition.

### Class Learning Schedule

| Week | Lecture                            | Tutorial/ Activities  |
|------|------------------------------------|---|
| 1    | Leaflets / Invitations / Brochures | Your company will be moving to another site next month. Design a leaflet which can be distributed to customers informing them of the date of the move, the new address, telephone number, etc, and for how long it will affect the smooth running of the business. Add any other information you think is required.   |
| 2    | Telecommunication                  | Your employer is in China on a business trip and is considering extending his trip for two more weeks. He has asked you for details of any appointments which you have arranged for him. Send him a fax at his hotel, giving the necessary details, so that he can decide if the appointments can be rearrange  |
| 3    | Memoranda                          | Write a memo from the Managing Director to All Staff, telling them that future working hours will be from 9.30 to 5.30, Monday to Friday instead of 9-5. If anyone finds the new hours difficult, they are to let the Managing Director know within a week.<br><br>Write a memo to all staff informing them that a meeting will be held this coming Saturday and to ensure that they make an effort to keep the morning free. Say that the agenda will follow soon. |
| 4    | Questionnaires / Notices           | You have been asked to research whether or not it would be feasible to introduce a system of Flexi time in your company. Design a short questionnaire to find out if staff would welcome such a change of times and routine. Write a covering memorandum.   |
| 5    | Report 1                           | Write a report to the management of the company stating why you think flexi time will be well accepted by staff, especially the female staff with families.<br><br>The staff in the organisation is suggesting that allowance be made for travel between the branches and that the rates to be higher than that of the taxi fares. Write a report to justify this request.  |
| 6    | Report 2                           | You have visited an exhibition of office equipment. Write a report about the visit to the exhibition keeping in mind the objectives of the report. Determine whether it is to report about the exhibition or whether it is about your visit.  |

|    |   |   |
|----|---|---|
|    |   | As secretary to the Office Manager, you have been asked to write a report of an accident which occurred to a member of staff. Describe how the person was using a guillotine and accidentally chopped off the end of his finger. Say whether you think there was any carelessness, whether the guard was in position or whether the equipment was faulty. Give the report a heading. State whether the person was treated in the First Aid Department or at hospital. |
| 7  | Meetings (1)                                | Draft a Notice & Agenda as well as Chairman's Agenda of the meeting for Social club of your College/Company. Make up the necessary information.<br><br>Draft a notice for AGM. You may create relevant details.   |
| 8  | Meetings (2) & Mid term Exam                | What assistance can you give to a junior secretary who is about to take her first minutes at a meeting?   |
| 9  | Visual Presentation                         | Find out the student numbers of Business School, Computing School and Secretarial School in your campus. Create an attractive visual presentation based on the data you obtained.   |
| 10 | Forms Design                                | Create internal and external reply forms. You can make up the details.<br><br>Pick a form from your college or company and examine it critically to list what you have found to be wrong with it. Redesign the form using a computer.   |
| 11 | Reformulating & summarising                 | Complete the exercises on page 344-367  |
| 12 | Oral Presentation Skills                    | Complete exercise on page 368-391 of the textbook   |
| 13 | Using templates for business correspondence | Do exercise page 112 of textbook – fax message<br><br>Do exercise page 127 of textbook – memo   |
| 14 | General revision and past year questions    |   |
| 15 | <b>FINAL EXAM</b>                           |   |

## 7) ASSESSMENT REQUIREMENTS

### 7.1 AIM

The aim of the assessment is to identify formal practices and procedures for assessing and appraising the performance of participants in order those judgments and decisions can be reached concerning:

- The progression of participants through the programme.
- How well participants have met the programme learning outcomes through the combination of the individual module learning outcomes.
- The provision of feedback information to participants concerning their performance and how they adhered to the generic assessment criteria and the module-specific assessment criteria.

### 7.2 ASSESSMENT INSTRUMENTS:

The following is an outline of the various assessment instruments for this module:

### **7.2.1 Examinations (50%)**

Final Examination is included in this module. It seeks to determine participants' individual effectiveness in responding to specific questions under time-constrained invigilated conditions. The examination may take this form:

|  |              |
|--|--------------|
| ❖ Section A - Objective Questions (20Q x 1%)     | 20 %         |
| ❖ Section B - Short Answer Questions (5Q x 4%)   | 20 %         |
| ❖ Section C - Essay type Questions (3Q/5Q x 20%) | 60 %         |
| <b>Total</b>                                     | <b>100 %</b> |

A closed book examination requesting participants to demonstrate their knowledge and critical analysis skills in responding to specific questions based over the said module.

Examinations test retained knowledge and understanding and the student's ability to address questions and problems under examination conditions and time constraints. This process simulates conditions under which managers invariably have to work - assessing what is needed, identifying options, establishing priorities, making decisions and communicating - all under pressure. Examinations also ensure that the student has to produce original work, which cannot benefit from outside help. The examination process is valued by employers as it assures them that students on the program are thoroughly assessed on their own merits and cannot achieve a pass based largely on the work of others.

### 7.2.3 GROUP PROJECT & PRESENTATION (20% - 1/3Q)

This module is assessed in the form of group project as the module requires the students to demonstrate team work and coordinated efforts to complete the assigned task.

As part of the assessment, a presentation (individually or in groups) on the Group Project will be required and the marking criteria are enclosed. Students must be provided with the assessment / marking criteria prior to being assessed

### 7.2.4 MID-TERM ASSESSMENT

Section a: 1% x 10Q

Section b: 2% x 5Q

Section C: 10% x 1/3Q

A mid-term assessment which is a theory-based examination is held to assess candidates' ability to recall and apply theory and understanding, requiring responses to a range of structured questions.

### 7.3 ASSESSMENT TIMELINES

|                               |   |                |
|-------------------------------|---|----------------|
| Mid-Term Examination          | : | Due in Week 8  |
| Group Project                 | : | Due in Week 10 |
| Presentation of Group Project | : | Due in Week 11 |
| Final Examination             | : | Due in Week 15 |

|  |
|--|
| <b>LEARNING SUGGESTIONS AND GUIDELINES</b> |
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**WEEK 1**

**This week's lecture / tutorial will be to undertake the following:**

- Brochures / Leaflets & Invitations

**Learning outcomes to be attained:**

- To be able to create leaflet used to publicize events / promotions or to give information
- To compose formal and informal invitations
- To reply to formal and informal invitations

**Readings and preparations to be undertaken by the student:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 14      | 282-299 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 14-16   | 202-225 |

**WEEK 2**

**This week's lecture / tutorial will be to undertake the following:**

- Telecommunications- E-mail & Fax Message

**Learning outcomes to be attained:**

- To introduce telecommunications at various types
- To explain standard abbreviation which could be used in telegram / telegraphic message
- To stress the importance of conciseness in particular relation to telex messages
- To give consolidation on the composition of telecommunication

**Readings and preparations to be undertaken by the lecturer:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 7-8     | 141-175 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 7       | 106-114 |

**WEEK 3**

**This week's lecture / tutorial will be to undertake the following:**

- Memoranda

**Learning outcomes to be attained:**

- To create awareness of the secretary's role in the dissemination of info from the recipient of information within the organization especially in regard to composition of memoranda giving information, asking for information, making request for action or information
- To have better practice in replying to memos
- To stress the importance of identifying and achieving suitability of tone depending on who is writing the memo in relationship to the person it is addressed to

**Readings and preparation to be undertaken by the student:**

Log on to <http://bcomca.blogspot.com/> and pick up important areas relating to the week's classes and direct students to explore the said areas in the web site

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 9       | 179-195 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 8       | 116-127 |

**WEEK 4**

**This week's lecture / tutorial will be to undertake the following:**

- Questionnaires / Notices.

**Learning outcomes to be attained:**

- To understand the purpose of questionnaires
- To introduce techniques used in designing effective questionnaires / house journals / newsletters
- Constructive "closed questions" when designing questionnaires
- To be able to design questionnaires
- To introduce the term "Mass Communication" in particular regard to notices & their design
- Understand the basic rules of English grammar

**Readings and preparation to be undertaken by the student:**

Log on to <http://www.webgrammar.com/>, <http://www.grammardoctor.com/> and pick up important areas relating to the week's classes and direct students to explore the said areas in the web site

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 15      | 303-317 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 18      | 236-244 |

**WEEK 5**

**This week's lecture / tutorial will be to undertake the following:**

- Reports (1)

**Learning outcomes to be attained:**

- To instruct how to organize material and & in the language of the report
- To study report writing and the vital components of a report
- To understand the style of writing report
- To understand why reports are written
- To explain the different types of formal and informal reports.
- To compose reports according to instructions.
- To create awareness that a good report is one where any price of information can be quickly identified, and of the need to use headings, sub – headings & numbers , etc to facilitate this.

**Readings and preparation to be undertaken by the student:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 10      | 196-223 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 9       | 128-145 |

**WEEK 6**

**This week's lecture / tutorial will be to undertake the following:**

- Reports (2)

**Learning outcomes to be attained:**

- To plan, organize & re- organize material for a report
- To be aware of the checklist for compiling reports
- To be able to compose more detailed reports

**Readings and preparation to be undertaken by the student:**

Log on to <http://www.write101.com>, <http://www.weaselwords.com.au/index3.htm> and pick up important areas relating to the week's classes and direct students to explore the said areas in the web site

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 10      | 196-225 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 9       | 128-145 |

**WEEK 7**

**This week's lecture / tutorial will be to undertake the following:**

- Meetings (1)

**Learning outcomes to be attained:**

- To introduce the concept of meeting
- To understand the purpose of meeting

- To introduce formal meeting - concepts as embodied in the articles of registered companies & the constitution of clubs & societies
- To introduce informal meeting
- To discuss Notice and Agenda , quorum
- To discuss Chairman's Agenda
- To know how to draft Notice & Agenda and Chairman's Agenda

**Readings and preparation to be undertaken by the student:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 11      | 224-248 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 10      | 146-168 |

**WEEK 8**

**This week's lecture / tutorial will be to undertake the following:**

- Meeting – 2 & Mid Semester Assessment

**Learning outcomes to be attained:**

- To understand different kinds of minutes
- To know the wording of minutes
- To be able to write minutes
- To understand the terminology used in meeting
- To understand the secretary's responsibilities in making preparations for a meeting, during and after the meeting.
- To understand how to draft an agenda / chairman's agenda

**Readings and preparation to be undertaken by the student:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 11      | 224-248 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 10      | 146-168 |

**WEEK 9**

**This week's lecture / tutorial will be to undertake the following:**

- Visual Presentations

**Learning outcomes to be attained:**

- To understand the reason for using visual presentation of information
- To learn the main forms of visual presentation
- To choose the best method for presenting different types of information

**Readings and preparation to be undertaken by the student**

**Textbook**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 16      | 319-343 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 19      | 245-264 |

**WEEK 10**

**This week's lecture / tutorial will be to undertake the following:**

- Forms Design

**Learning outcomes to be attained:**

- To understand why forms are designed
- To understand the technique in designing forms
- To be able to create internal and external reply forms

**Readings and preparation to be undertaken by the student:**

**Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 15      | 304-317 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 17      | 227-235 |

**WEEK 11**

**This week's lecture / tutorial will be to undertake the following:**

- Reformulating & Summarizing

**Learning outcomes to be attained:**

- To study summarizing skills
- To produce a business summary from a given passage

**Readings and preparation to be undertaken by the student**

**Textbook**

|   | Chapter   | Pages   |
|---|-----------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 17        | 344-367 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | Section 7 | 265-289 |

**WEEK 12**

**This week's lecture / tutorial will be to undertake the following:**

- Understand the role of company newsletters for staff and customers
- Improve on the writing skills needed for writing articles

**Learning outcomes to be attained:**

- Understand the purpose of company newsletters for staff and customers
- Learn the writing skills needed for writing articles
- Be involved in composing articles.

**Readings and preparation to be undertaken by the student:****Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 13      | 263-281 |
| Communication For Business by Shirley Taylor – 3 <sup>rd</sup> Ed | 12-13   | 178-201 |

**WEEK 13****This week's lecture / tutorial will be to undertake the following:**

- Oral Presentation Skills

**Learning outcomes to be attained:**

- Describe the steps involved in making a presentation
- Overcome anxiety and increase confidence in public speaking
- Create and take advantage of effective visual aid
- Manage presentations

**Readings and preparation to be undertaken by the student:****Textbook:**

|   | Chapter | Pages   |
|---|---------|---------|
| Communication For Business by Shirley Taylor – 4 <sup>th</sup> Ed | 18      | 368-391 |

**WEEK 14****This week's lecture / tutorial will be to undertake the following:**

- Revision and exercises on Past Year Questions

**Learning outcomes to be attained:**

- Be prepared for the final exam by consistent practice of PYQs

**WEEK 15**

**FINAL EXAM**