



**COMMUNICATION STRATEGIES 1**

**MAM1030**

**1 Credit Course**

**ALTERNATIVE EDUCATION**

<b>Course Overview</b>	MAM 1030 is an introductory level course in Information Management Systems. In this course students improve oral and written business communication skills necessary for efficient and effective management information. The focus is on business writing strategies and composing at the computer when preparing memorandums, email messages and business letters.										
<b>Prerequisite</b>	<i>Please refer to Alberta Education's Provincially Authorized Senior High School Courses and Course Codes Document</i>										
<b>Required Materials &amp; Resources</b>	<ul style="list-style-type: none"> <li>• One Module and One Assignment Book</li> <li>• Access to a personal computer and internet</li> </ul>										
<b>Learning Outcomes</b>	<p><b>The student will:</b></p> <ul style="list-style-type: none"> <li>A. identify, analyze and apply systems and strategies related to business</li> <li>B. develop abilities in planning, organization, leading, monitoring and communicating</li> <li>C. research, analyze, interpret and evaluate information needed in business</li> <li>D. develop and apply critical thinking and decision making in business</li> <li>E. identify areas of interest and talent related to business careers</li> <li>F. demonstrate basic competencies</li> </ul>										
<b>Note</b>	<b><i>Within Alternative Education all teachers are required to follow a common course outline and gradebook set up.</i></b>										
<b>Assessment</b>	<p>The student's grade is determined by the knowledge the student has acquired based on the program of studies and the skills the student is able to show in articulating his or her knowledge.</p> <p>The student's grade will be calculated based on the following:</p> <p><b>Coursework – 100%</b></p> <p><i>*There is no final exam for this course</i></p>										
<b>Topics of Study</b>	<table border="1"> <thead> <tr> <th>UNIT</th> <th>TITLE</th> </tr> </thead> <tbody> <tr> <td>1</td> <td><i>Planning and Composing Correspondence</i></td> </tr> <tr> <td>2</td> <td><i>Oral Business Communication</i></td> </tr> <tr> <td>3</td> <td><i>Career Profile Development</i></td> </tr> <tr> <td>4</td> <td><i>Basic Competencies</i></td> </tr> </tbody> </table>	UNIT	TITLE	1	<i>Planning and Composing Correspondence</i>	2	<i>Oral Business Communication</i>	3	<i>Career Profile Development</i>	4	<i>Basic Competencies</i>
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<b>An Important Note About Assessment</b>	A wide range of assessment information is used in the development of a student's final grade. Within Alternative Education, individualized assessments provide specific information regarding student progress and overall performance in the course. Student assessments may vary from student to student to adapt to differences in student needs, learning styles, preferences and paces. The teacher will apply best teaching practices to determine appropriate assessment.										

**TEACHER'S CONTACT INFORMATION:**

<b>Teacher's Name:</b>	
<b>Teacher's Phone Number:</b>	
<b>Teacher's Email Address:</b>	