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Business Fundamentals

2008

FANS 01264 Business Foundations - CVS Application

Fanshawe College

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Credentials Validation Service

Service de validation des
titres de compétence

ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE

APPLICATION FOR PROGRAM VALIDATION

This proposal will be sent to MTCU for Approval for Funding YES NO

1. College: Fanshawe College of Applied Arts and Technology
2. College contact person responsible for this proposal: Name: Dee Morrissey Title: Program Manager, School of Business and Management Telephone: 519-452-4430, ext. 4047 Electronic mail: dmorrissey@fanshawec.ca
3. Proposed Program Title: Business Foundations
4. Proposed Credential: (please indicate below) Local Board Approved Certificate <input type="checkbox"/> Ontario College Certificate <input checked="" type="checkbox"/> Ontario College Diploma <input type="checkbox"/> Ontario College Advanced Diploma <input type="checkbox"/> Ontario College Graduate Certificate <input type="checkbox"/>
5. Proposed Program Outcomes: Please complete and attach the two Program Maps (Appendix A - Form 1 and Form 2). <i>Attached.</i>
6. Proposed Program Description: Please complete and attach the Program Description Form (Appendix B). <i>Attached.</i>
7. Proposed Program Curriculum:

Please complete and attach the Program Curriculum Form (Appendix C).

Attached.

8. Date of Submission: February 12, 2008

9. Date of CVS Response: February 15, 2008

10. Validation Decision:

Proposal Validated (APS Number: FANS 01264)

Signed on behalf of CVS: Tim Klassen

Send the completed form and required appendices to: klassen@collegecvson.ca For detailed information on how to complete the Application for Program Validation, please refer to the Instructions for Submission document. For any additional information contact: College Credential Validation Service, 655 Bay Street, Suite 400, Toronto, ON M5G 2K4; or by telephone at (416) 596-8799.



ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE

APPENDIX A - PROGRAM MAPS

(Vocational Program Outcomes & Essential Employability Skills Outcomes)

Vocational Program Learning Outcomes:

Form 1 (attached) is provided to assist you in mapping your proposed program vocational learning outcomes against existing vocational outcomes found in either Provincial Program Standards or in Provincial Program Descriptions.

Where there is a relevant Provincial Program Standard, the approved Vocational Learning Outcomes must appear in the first column, followed by your proposed program vocational learning outcomes.

Where there are no Provincial Program Standards, the first column will contain program outcomes from the Provincial Program Description. Again, your proposed program vocational learning outcomes will be added in the middle column.

NOTE: *Both these types of documents can be obtained from staff at the CVS or at the Colleges Branch, MTCU.*

The last column will contain a list of the relevant curriculum proposed in your program to address the outcome in a manner that ensures the graduate will have reliably demonstrated the required skill or ability. Course numbers or course codes, corresponding to those provided in your list of courses (Appendix C), are sufficient in this column.

Essential Employability Skills Outcomes:

A mapping of the Essential Employability Skills (EES) will be done on Form 2 (attached).

The instructions / requirements for this map are the same as for the Vocational Program Map. The first three columns contain the approved skill categories, the defining skills, and the EES learning outcomes. The last column will contain the proposed curriculum (as listed in Appendix C) that will ensure the meeting of these outcomes.



**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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APPENDIX A - PROGRAM MAPS

Form 1 - Vocational Program Outcomes

PROVINCIAL PROGRAM STANDARD VOCATIONAL LEARNING OUTCOMES / PROVINCIAL PROGRAM DESCRIPTION OUTCOMES (MTCU 40208)	PROPOSED PROGRAM VOCATIONAL LEARNING OUTCOMES	COURSE TITLE / COURSE CODE (From Appendix C)
10. Recognize the economic, social, political, and cultural variables which have an impact on a business	1. Identify and describe the economic, social, political, and cultural variables which have an impact on a business	<ul style="list-style-type: none"> • BUSI-1005, Introduction to Business Processes • BUSI-1084, Talking Business • BUSI-1066, Customer Service • MKTG-1012, Principles of Marketing I
2. Apply knowledge of the human resource function to the operation of an organization. 9. Apply time management and organizational skills to facilitate the completion of tasks and to meet deadlines in a business environment.	2. Identify and describe the nature and interrelationships of essential business functions	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1005, Introduction to Business Processes • MKTG-1012, Principles of

		Marketing I
5. Apply computer skills and knowledge of information technology to support the management of an organization 7. Apply research skills to gather and interpret available information.	3. Apply computer skills and knowledge of information technology to support the operation of an organization	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1084, Talking Business • COMP-1332, Information Management
4. Apply basic accounting principles and techniques to the operation of an organization	4. Apply basic accounting principles and techniques to the operation of an organization	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math
3. Apply knowledge of the marketing function to the operation of an organization	5. Apply basic marketing principles and techniques to the operation of an organization	<ul style="list-style-type: none"> • BUSI-1084, Talking Business • BUSI-1066, Customer Service • MKTG-1012, Principles of Marketing I
N/A	6. Apply mathematical skills to business applications	<ul style="list-style-type: none"> • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math
1. Develop customer-service strategies to meet the needs of internal and external customers	7. Develop and apply customer-service strategies to meet the needs of internal and external customers	<ul style="list-style-type: none"> • BUSI-1084, Talking Business • BUSI-1066, Customer Service • MKTG-1012, Principles of Marketing I
8. Apply creative problem-solving skills to address business problems and opportunities	Covered in EES	
6. Work effectively with co-workers, supervisors, and others	Covered in EES	



**ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
CREDENTIALS VALIDATION SERVICE**

APPENDIX A - PROGRAM MAPS

Form 2 - Essential Employability Skills Outcomes

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
COMMUNICATION	<ul style="list-style-type: none"> • Reading • Writing • Speaking • Listening • Presenting • Visual Literacy 	<ul style="list-style-type: none"> ➤ communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfils the purpose and meets the needs of the audience 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1082, College Orientation and Success • BUSI-1083, College Orientation and Success (I) • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • MATH-1168, Mathematics Fundamentals

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
			<ul style="list-style-type: none"> • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
		<ul style="list-style-type: none"> ➤ respond to written, spoken, or visual messages in a manner that ensures effective communication 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1082, College Orientation and Success • BUSI-1083, College Orientation and Success (I) • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
			Writing I
NUMERACY	<ul style="list-style-type: none"> • Understanding and applying mathematical concepts and reasoning • Analysing and using numerical data • Conceptualizing 	<ul style="list-style-type: none"> ➤ execute mathematical operations accurately 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1066, Customer Service • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I
CRITICAL THINKING & PROBLEM SOLVING	<ul style="list-style-type: none"> • Analysing • Synthesizing • Evaluating • Decision-making • Creative and innovative thinking 	<ul style="list-style-type: none"> ➤ apply a systematic approach to solve problems 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
			<ul style="list-style-type: none"> • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
		<ul style="list-style-type: none"> ➤ use a variety of thinking skills to anticipate and solve problems 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
INFORMATION MANAGEMENT	<ul style="list-style-type: none"> • Gathering and managing information • Selecting and using appropriate tools and 	<ul style="list-style-type: none"> ➤ locate, select, organize, and document information using appropriate technology and information systems 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
	<ul style="list-style-type: none"> • technology for a task or a project • Computer literacy • Internet skills 		<ul style="list-style-type: none"> • BUSI-1184, Talking Business • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
		<ul style="list-style-type: none"> ➤ analyse, evaluate, and apply relevant information from a variety of sources 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management • MATH-1083, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
			<ul style="list-style-type: none"> • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
INTER-PERSONAL	<ul style="list-style-type: none"> • Team work • Relationship management • Conflict resolution • Leadership • Networking 	<ul style="list-style-type: none"> ➤ show respect for the diverse opinions, values, belief systems, and contributions of others 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1084, College Orientation and Success • BUSI-1168 , College Orientation and Success (I) • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
			<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
		<ul style="list-style-type: none"> ➤ interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals 	<ul style="list-style-type: none"> • BUSI-1082, College Orientation and Success • BUSI-1083, College Orientation and Success (I) • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
PERSONAL	<ul style="list-style-type: none"> • Managing self • Managing change and being flexible and adaptable 	<ul style="list-style-type: none"> ➤ manage the use of time and other resources to complete projects 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1082, College Orientation and Success • BUSI-1083, College Orientation and Success (I)

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
	<ul style="list-style-type: none"> • Engaging in reflective practices • Demonstrating personal responsibility 		<ul style="list-style-type: none"> • BUSI-1005, Introduction to Business Processes • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I
		<ul style="list-style-type: none"> ➤ take responsibility for one's own actions, decisions, and consequences 	<ul style="list-style-type: none"> • ACCT-1004, Principles of Accounting I • BUSI-1082, College Orientation and Success • BUSI-1083, College Orientation and Success (I) • BUSI-1066, Customer Service • BUSI-1084, Talking Business • COMP-1332, Information Management

SKILL CATEGORIES	DEFINING SKILLS Skill areas to be demonstrated by the graduates	ESSENTIAL EMPLOYABILITY SKILLS OUTCOMES The graduate has reliably demonstrated the ability to:	COURSE TITLE / COURSE CODE (From Appendix C)
			<ul style="list-style-type: none"> • MATH-1168, Mathematics Fundamentals • MATH-1052, Business Math • MKTG-1012, Principles of Marketing I • WRIT-1035/XX, Reason and Writing – Bus. Found. • WRIT-1032/34, Reason and Writing I

Note: A new course number is being developed for WRIT-10XX (EAP version of WRIT-1035).

ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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APPENDIX B - PROGRAM DESCRIPTION

PROGRAM DESCRIPTION: (including occupational areas where it is anticipated graduates will find employment)

Business Foundations provides students with a fundamental competency in business through a curriculum that is specifically tailored for students who require or desire academic upgrading. The program will cover basic principles of business organization, business communications, business mathematics, accounting, and marketing. Graduates may choose to enter the workforce in an entry-level position or transfer into Level 2 of a two-year diploma program within the School of Business and Management at Fanshawe College.

VOCATIONAL PROGRAM LEARNING OUTCOMES: (vocational program learning outcomes must be consistent with the requirements of the Credentials Framework for the proposed credential)

The graduate has reliably demonstrated the ability to:

1. Identify and describe the economic, social, political, and cultural variables which have an impact on a business
2. Identify and describe the nature and interrelationships of essential business functions
3. Apply computer skills and knowledge of information technology to support the operation of an organization
4. Apply basic accounting principles and techniques to the operation of an organization
5. Apply basic marketing principles and techniques to the operation of an organization
6. Apply mathematical skills to business applications
7. Develop and apply customer-service strategies to meet the needs of internal and external customers

ADMISSION REQUIREMENTS:

- Ontario Secondary School Diploma (OSSD) or equivalent or 19 years of age or older
- NOTE: Business Foundations is not considered a prerequisite to Fanshawe College's two-year diploma programs in the School of Business and Management. However, Business Foundations provides college access to students who do not necessarily meet admission requirements to diploma programs.



ONTARIO COLLEGES OF APPLIED ARTS AND TECHNOLOGY
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APPENDIX C - PROGRAM CURRICULUM

Semester	Course Code	Course Title (and brief course description)
Level 1	BUSI-1082	<p>College Orientation and Success</p> <p>This course presents and helps to develop some of the skills required to achieve college and career success. Areas of focus include: goal-setting, time management, note-taking from texts and lectures, studying for tests and exams, test-taking, social intelligence, teamwork, and managing college life.</p>
Level 1	BUSI-1083	<p>College Orientation and Success (I)</p> <p>This course presents and helps to develop some of the skills required to achieve college and career success. Areas of focus include goal-setting, time management, note-taking from texts and lectures, studying for tests and exams, test-taking, social intelligence, teamwork, and managing college life. Also included are topics of particular interest to international students such as adjusting to a new academic environment and understanding Canadian culture and community. (<i>International students only – equivalent to BUSI-XXXX above</i>)</p>
Level 1	BUSI-1084	<p>Talking Business – Communicating at Work</p> <p>This course will provide students with the oral communication skills necessary for entry-level positions in the retail and service sectors. Emphasis will be placed on the practical application of oral communication techniques for a variety of business contexts and audiences: conversation (both face-to-face and telephone), interviews, customer service interactions, meetings, and presentations. The curriculum will also address communication within a diverse workplace, ethical communications, and non-verbal</p>

		communication. (The course will complement the curriculum in BUSI-1066, Customer Service.)
Level 1	BUSI-1066	<p>Customer Service</p> <p>This course covers the concepts and skills needed for success in today's business environment including verbal and non-verbal communication, listening skills, and time management. Emphasis is placed on dealing with customer service problems, how to handle conflicts, stress and service expectations in a diverse culture.</p>
Level 1	COMP-1332	<p>Information Management</p> <p>An introduction to computer applications is undertaken in its relation to finance, accounting, and general business practices focusing mainly on the ICDL (International Computer Driver's License) curriculum. Fundamental computing topics include an overview of information technology and its integration into society, using computers and printers, file management, and using the Internet for research, business, and leisure. Specific applications include MS Word and MS Excel. The contents of lessons and projects simulate situations that one might encounter in the real world business environment.</p>
Level 1	MATH-1168	<p>Mathematics Fundamentals</p> <p>This course is a preparatory mathematics course. It is designed to help students acquire the skill and understanding of fundamental mathematics and introductory algebra necessary for success in the subsequent course – Math 1052. The course includes basic arithmetic operations, the number system, fundamental operations and equations, and is intended to strengthen basic arithmetic skills within problem-solving contexts. Additional topics covered are: fractions and decimals, ratio, proportion and percent, exponents, and an introduction to algebra. Use of the calculator is integrated into the course content.</p>
Level 1	WRIT-1035	<p>Reason and Writing – Bus. Found.</p> <p>This course will introduce business foundations students to essential principles of reading, writing, and reasoning at the introductory postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to develop their vocabulary, comprehension, grammar, and critical thinking.</p>

		Particular attention will be paid to basic sentence and paragraph structure. This course will also introduce students to selected topics and concepts in business.
Level 1	WRIT-XXXX	<p>Reason and Writing – Bus. Found. – EAP</p> <p>This course will introduce business foundations students whose first language is not English to essential principles of reading, writing, and reasoning at the introductory postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to develop their vocabulary, comprehension, grammar, and critical thinking. Special attention will also be paid to basic sentence and paragraph structure, vocabulary, correcting common ESL errors, enhancing academic listening and note-taking skills, and improving oral fluency and confidence. This course will also introduce students to selected topics and concepts in business. <i>Post-secondary course for second-language learners – equivalent to WRIT-1035</i></p>
Level 2	ACCT-1004	<p>Principles of Accounting I</p> <p>The course introduces the student to the subject of Accounting and is designed to take them through the accounting bookkeeping cycle, including knowledge of:</p> <ul style="list-style-type: none"> - the accounting profession and how to analyze and record business transactions - worksheet, adjusting & closing entries & preparation of financial statements - accounting for merchandising operations - internal controls involving cash including bank reconciliations and petty cash
Level 2	BUSI-1005	<p>Introduction to Business Processes</p> <p>The purpose of this course is to explore the various functional areas of business in Canada, and to demonstrate the interrelationship amongst these areas. Students are introduced to many concepts, including: major business trends, the role of government in business, production and operations, employee-management issues, and financial resources management.</p>
Level 2	MATH-1052	<p>Business Math</p> <p>This course provides a review of basic arithmetic and algebra as well as providing students with mathematical</p>

		tools and concepts needed for other college courses and in future employment. This course is to prepare students for later courses in Marketing, Business, Financial Planning, Accounting, Purchasing and Insurance.
Level 2	MKTG-1012	<p>Principles of Marketing I</p> <p>This course is designed to provide an overview of the decisions that face Marketers in today's fast-paced and competitive business environment. Students will learn that marketing is not only advertising but a broad set of activities designed to satisfy consumer needs and wants. Students begin by examining the information Marketers require for effective decision-making in order to develop effective marketing strategies. Students will then study product planning, channel system management, integrated communications and pricing policies.</p>
Level 2	WRIT-1032	<p>Reason and Writing I</p> <p>This course will introduce business students to essential principles of reading, writing, and reasoning at the postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to develop their vocabulary, comprehension, grammar, and critical thinking. This course will also introduce students to selected business terms.</p>
Level 2	WRIT-1034	<p>Reason and Writing I – EAP</p> <p>This course will introduce students whose first language is not English to essential principles of reading, writing, and reasoning at the postsecondary level. Students will identify, summarize, analyze, and evaluate multiple short readings and write persuasive response essays to development their Vocabulary, comprehension, grammar, and critical thinking. Special attention will also be paid to developing academic vocabulary, correcting common ESL errors, enhancing academic listening and note-taking skills, and improving oral fluency and confidence. <i>Post-secondary course for second-language learners – equivalent to WRIT-1032</i></p>
Level 2*	Gen. Education	An appropriate, previously approved General Education elective

* A General Education elective will be taken by students who received credit for WRIT-

1035/XX and successfully completed WRIT-1032/34 in Level 1.