**Division of Applied Science and Management**

**School of Management, Tourism and Hospitality**

 **Fall 2015**



**COURSE OUTLINE**

**BUSC 100**

**BUSINESS COMMUNICATIONS**

**71 HOURS**

**3 CREDITS**

PREPARED BY: Rodney Hulstein, Instructor DATE: July 17, 2015

APPROVED BY: Margaret Dumkee, Dean DATE: August 28, 2015

APPROVED BY ACADEMIC COUNCIL


BUSC 100 Course Outline by Rodney Hulstein is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](http://creativecommons.org/licenses/by-nc-sa/4.0/).

 **Division of Applied Science and Management**

 **BUSC 100**

**3 Credit Course**

 **Fall, 2015**

**BUSINESS COMMUNICATIONS 100**

**INSTRUCTOR:** Rodney Hulstein **OFFICE HOURS:** By appointment

**OFFICE LOCATION:** A2435  **CLASSROOM:** A2406

**E-MAIL:** rhulstein@yukoncollege.yk.ca **TIME:** 1:00 to 2:30

**TELEPHONE:** (867) 668-8703 **DATES:** Sept. 15, 2015 – Dec. 10,

## Course Description

This 71–hour credit course concentrates on basic business English. Course content includes an intensive review of grammar, punctuation, spelling, writing, proofreading, and editing skills.

## Prerequisites

None

## Equivalency or Transferability

None

## Learning Outcomes:

Upon completion of the course, students should be able to:

* Correctly use English grammar (write grammatically correct sentences).
* Understand and apply the basic principles of grammar, punctuation, capitalization, and number style skills.
* Demonstrate realistic application of current usage and style in the work world.
* Apply proofreading, spelling, vocabulary development, and business writing skills.
* Effectively access and interpret information using various reference sources.

## Course Format

The course content is presented in lecture format. Students will work through Chapters 1–20 in *Canadian Business English (Sixth Canadian Edition).* Each chapter in the textbook contains *a pre-test, a three-level topic presentation, and reinforcement exercises for each of the three levels.* Information is arranged in short, step-by-step sections. The reinforcement exercises pose questions that summarize what you have just learned in each level of the chapter. These levels progress from fundamental, frequently used concepts in Level I to more complex concepts in Level III. This formula approach—doing the pre-test, reading the material, attending lectures, completing the reinforcement exercises, and writing term tests—has been proven effective through research.

Because spelling is an integral part of this course, spelling will be an important part of the Term Tests.

There are 45 hours of scheduled class time, with the remaining 26 hours allocated to the daily 3:00 p.m. to 4:00 p.m. self-directed study period.

## Assessments

### Attendance & Participation

Regular student attendance and participation are essential. The material covered in class will be cumulative, and missing a class(es) will put a student at a serious disadvantage. A large number of very specific skills must be mastered, and a great deal of specific information must be understood.

If you do miss a class(es), please let the instructor know in advance, if possible, and the instructor can then tell you how to make up for the missed class(es). Upon returning to class after any absence, students are responsible for checking with the instructor to pick up handouts and assignments.

### Assignments

All assignments must be handed in at the **beginning** of the class on the day requested unless previous arrangements have been made **in writing** with the instructor. If you know ahead of time that you will require an extension, it is your responsibility to provide a written explanation.

|  |
| --- |
| **Late assignments will lose 10% per day penalty for each of the first three days. The due date is considered Day 1. No assignment will be marked after the three-day penalty period.**If you feel you have a valid reason why you should not be subject to the penalty, it is your responsibility, as soon as you return, to inform your instructor. All late assignments that are submitted for grading purposes must be accompanied by a written explanation that includes the following:* Your name
* Course name
* Reason for late (doctor’s note if applicable)
* Original due date
* Date submitted

If you know ahead of time that you will be absent, it is your responsibility to provide a written explanation to your instructor. Arrangements can then be made with your instructor for your assignment due dates. |

### Tests & Final Exam

There are four term tests in this course. The course also ends with a 3½-hour final exam on Tuesday, December 15, 2015. Reference materials (but not the textbook) may be used during the exam.

In the rare instance that you might miss a term test, it is your responsibility to bring a doctor’s note or a written explanation and to see the instructor as soon as you return in order to arrange an alternate test time. The test must be written within five (5) days of your return. If no valid reason is given for missing a test, your mark for the test will be “0.”

If you are unable to write the final exam because of a personal illness, you must provide a doctor’s note to be allowed to write at a different time. The exam must be written within a week of your return.

## Challenging the Course

Should you feel that you already know the material to be covered in Business Communications 100, you should speak to your instructor about challenging the final exam. You may challenge the exam ONCE and ONLY ONCE. The exam must be taken on or before **October 27, 2015.** The college course challenge fee will apply.

If you challenge the final exam, you will receive a CC for the course. The passing standard is 80%. If you do not meet the passing standard, you are required to complete the whole course in the usual manner. You may use reference materials when challenging the final exam.

## Final Point for Withdrawal

Students may officially withdraw from a course or program without academic penalty until one half of the course contact hours have been completed.

The last day that a student may formally withdraw from BUSC 100 without academic penalty is **Thursday, November 12, 2015**. Failure to complete the course from that date will result in an “F” on your transcript.

*In order to withdraw, a student must submit an official withdrawal form obtained from the Registrar’s Office, or a signed, dated letter that clearly outlines the course name, number and section.*

## Evaluation

A final grade for the course will be assigned on the following basis:

|  |  |
| --- | --- |
| Assignments, Unit Quizzes, Check-ups, & Writings  | 30% |
| 4 Term Tests | 40% |
| Final Exam | 30% |
| **Final Mark** | **100%** |

## Grades on Transcript

For transcript purposes, percentage marks are converted into letter grades according to the following system:

A = 90–100

B = 80–89

C = 70–79

D = 60–69 Does not meet the standard as a prerequisite for BUSC 200

F = under 60 Fail

## Required textbooks and Course Materials

1. The **textbook:** Guffey, M. E., Seefer, C. M., & Burke, P. (2013). *Canadian Business English (*6th ed.).Scarborough, ON: Nelson Education.
2. The **reference manual:** Sabin, W., Strashok, G., Gardner, L., & Millar, W. (2014). *The Gregg Reference Manual* (9th ed.).Toronto, ON: McGraw-Hill Ryerson Ltd.
3. **College-level dictionary**: Pratt, T. K. (Ed.). (2013). *Nelson* *Gage Canadian Paperback Dictionary.* Toronto, ON: Nelson Education Ltd.
4. File Folders (10 total), pencils, pens, loose-leaf paper, notebook, and a binder

## ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations: http://www.yukoncollege.yk.ca//downloads/Yukon\_College\_Academic\_Regulations\_and\_Procedures\_-\_August\_2013\_final\_v1.pdf

## CONDUCT

In the interest of minimizing distractions during class, students are asked not to perform the following activities during class time:

* Sending or receiving email, chatting online, or text messaging
* Surfing the Internet
* Downloading or transferring files from the Internet
* Playing computer games

There may be instances where your instructor may ask you to do the above during class, in which case these activities would be acceptable. Students will receive a verbal warning the first time they are caught doing the above. The second time a written warning will be given. A third offence will result in being required to leave the class.

Students are asked not to use cell phones during class. Cell phone ringers must be turned off during class time.

## PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person’s writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

## CHEATING

Cheating involves actual, intended, or attempted deception and/or dishonest action in relation to any academic work of Yukon College. The penalties for academic dishonesty are severe and are described in section 4.02 and 4.03 of Yukon College’s Academic Regulations and Procedures.

Examples of cheating include the following:

Taking unauthorized material into an evaluation and/or talking or communicating with another student during an evaluation. Unauthorized material in an evaluation will be regarded as attempted deception. Unauthorized material includes any notes/documents on your person and non-permitted equipment/devices (e.g. a prohibited model of calculator or an iPhone). If after the evaluation has started it is discovered that you have unauthorized material in your possession, including any information written on a part of your body or on clothing, it will automatically be assumed that cheating has taken place. The consequence will be the award of a mark of zero for the evaluation affected. Talking or communicating with another student during an evaluation is also considered cheating. You are not allowed to talk or communicate in any way with another student whilst you are in the evaluation room. Talking or communicating with another student during an evaluation may result in you receiving a mark of zero for the evaluation affected.

## YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

## ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student’s responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.