

DIVISION OF APPLIED SCIENCE AND MANAGEMENT  
School of Business and Leadership  
Fall, 2016



**COURSE OUTLINE**

**BUSC 100**

**BUSINESS COMMUNICATIONS**

**71 HOURS**

**3 CREDITS**

PREPARED BY: Christina Thomas, Instructor

DATE: June 21, 2016

APPROVED BY: Margaret Dumkee, Dean

DATE: July 13, 2016

APPROVED BY ACADEMIC COUNCIL



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**BUSC 100**

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<b>INSTRUCTOR:</b> Christina Thomas	<b>OFFICE HOURS:</b> Tuesdays 3-4 pm
<b>OFFICE LOCATION:</b> A2410	<b>CLASSROOM:</b> A2406
<b>E-MAIL:</b> cthomas@yukoncollege.yk.ca	<b>TIME:</b> Tuesdays and Thursdays
<b>TELEPHONE:</b> 668-8755	<b>DATES:</b> September 13 - December 15

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**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

**RELATED COURSE REQUIREMENTS**

None

**EQUIVALENCY OR TRANSFERABILITY**

ABTO 103

## 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 (Seventh 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

There are four term tests in this course. The course ends with a 3½-hour final exam. 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.

## Other

### EVALUATION

Assignments, , Unit Quizzes, Check-ups, & Writings	30%
4 Term Tests	40%
Final Exam	30%
Total	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 MATERIALS

1. The **textbook**: Guffey, Seefer, Burke and Witlox, *Canadian Business English (Seventh Canadian Edition)*, ITP Nelson, Scarborough, ON, 2017
2. The **reference manual**: *The Gregg Reference Manual (Nineth Canadian Edition)*, McGraw-Hill Ryerson, Toronto, ON, 2016
3. **College-level dictionary**: *Gage Canadian Dictionary*, Gage Publishing Limited, Toronto, ON, 2016

## **ACADEMIC AND STUDENT CONDUCT**

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

### **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.

### **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](mailto:lassist@yukoncollege.yk.ca).