

**APPLIED SCIENCE & MANAGEMENT**  
**School Business and Leadership**  
**Spring, 2018**



**COURSE OUTLINE**

**COMM100**

**BUSINESS COMMUNICATION**

**3 CREDITS**

PREPARED BY: Megan Skarnulis, Instructor

DATE: April 25, 2018

APPROVED BY: Margaret Dumkee, Dean

DATE: April 28, 2018

APPROVED BY ACADEMIC COUNCIL: May 16, 2018

RENEWED BY ACADEMIC COUNCIL: (date)



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**BUSINESS COMMUNICATION**

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**INSTRUCTOR:** Megan Skarnulis

**OFFICE HOURS:** Tuesday 1-2:45pm  
(Or by appointment)

**OFFICE LOCATION:** A2310A

**CLASSROOM:** T1030A

**E-MAIL:** mskarnulis@yukoncollege.yk.ca

**TIME:** Tues. 3-6pm & Thurs. online

**TELEPHONE:** 867-668-8752

**DATES:** Apr. 30- June 25, 2019

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**COURSE DESCRIPTION**

In this course, students explore the written and oral skills needed to communicate in diverse organizational and cultural contexts. Students will build a strong foundation in written business communication, and then they will research, create and adapt documents to achieve strategic, professional goals. Awareness of audience and clarity of purpose will be stressed as integral aspects of effective communication. As well, students will study, develop, and deliver oral presentations.

**PREREQUISITES**

None

**RELATED COURSE REQUIREMENTS**

None

**EQUIVALENCY OR TRANSFERABILITY**

Equivalent to COMM 192

This course was recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of Business and Leadership.

## **LEARNING OUTCOMES**

Upon successful completion of the course, students will be able to:

- Identify and discuss the skills needed to communicate effectively in diverse organizational and cultural contexts
- Apply the writing process, including outlining, drafting, revising, editing, and proofreading to professional business messages
- Choose and apply channels of communication that best align with the strategic goals of various professional communications
- Write effective business messages consistent with professional writing standards in a variety of practical situations
- Research and reference basic, professional documents using source material ethically and critically
- Develop and deliver purposeful, audience-oriented presentations

## **COURSE FORMAT**

This course is being offered in a blended format that includes both face-to-face and online components.

- Face-to-face (synchronous) - There are regular, scheduled weekly meetings in a classroom or computer lab.
- Online (asynchronous with scheduled deliverables) - There are no regular, scheduled class meetings. All students will complete the same week of work at the same time; however, they may log-in and complete the work at any time during the week.

Written and oral responses to case studies using authentic documents will be used to facilitate discussion and ground theory in real-world examples. Students are encouraged to use the textbook as a tool to respond to assignments. The instructor will aim to keep the course material interactive and varied.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Moodle. The use of Moodle is mandatory, and an orientation will be provided.

## **ASSESSMENTS**

### **Assignments**

There are several small assignments (reflection paper, short business messages, presentation) that make up 45% of the final mark in this course. The assignments are related to the material covered in class. They will demonstrate the students' abilities to apply key course concepts.

### **Final Module Assessments**

There are three module assessments. The assessments occur at the end of each

module: Business Writing Foundations, Business Writing in Action, and Business Presentation Foundations. Each successfully completed assessment will demonstrate student proficiency in the course material for the corresponding module. Each module assessment is worth 15% for a total of 55% of the course work.

## EVALUATION

Assignments	45%
Final module assessments	45%
Class engagement	10%
Total	100%

## REQUIRED TEXTBOOKS AND MATERIALS

- *Introduction to Professional Communications* - Melissa Ashman
- Link to the open sourced textbook:
- <https://pressbooks.bccampus.ca/professionalcomms/>
- There is a secondary Open Educational Resource (OER) textbook. A link to the text will be provided on the first day of class. This textbook is free; however, students may choose to download and print the text and pay for the cost of printing.
- Additional readings will be provided in class/online.
- Access to a computer and word processing software are required.

## 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](http://www.yukoncollege.yk.ca//downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf)

## 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).

**TOPIC OUTLINE**

<b>Module</b>	<b>Topic</b>
<p><b>1</b> Business Writing Foundations</p>	<p>Communicating in diverse cultural contexts Ethnocentrism, cultural protocol, culture and communication</p>
	<p>Before you write (anticipating audience, analyzing purpose, tips)</p>
	<p>Writing (constructing effective sentences)</p>
	<p>Revising (proofreading, editing, giving and accepting feedback)</p>
	<p>Research (documentation, document design)</p>
<p><b>2</b> Business Writing in Action</p>	<p>Choosing communication channels</p>
	<p>Routine messages</p>
	<p>Persuasive messages</p>
	<p>Bad news messages</p>
	<p>Short reports</p>
<p><b>3</b> Business Presentation Foundations</p>	<p></p>
	<p>Targeting presentations for different audiences and purposes</p>
	<p>Developing presentations</p>
	<p>Delivering presentations</p>
	<p>Student presentations, peer, self-review</p>

<b>Assignments (45%)</b>		
You as Business Communicator	Assignment 1: Writing a business profile in a diverse context	5%
	Assignment 2: Document for Review	5%
Business Writing Foundations	Assignment 3: Direct and indirect messaging	5%
Business Writing in Action	Assignment 4: Organizational summary (team)	5%
	Assignment 6: Team Communication Assignment: skype meeting with agenda and minutes (team)	5%
	Assignment 7: Routine information request and reply (individual)	5%
	Assignment 8: Persuasive message –Application for funding (individual)	5%
Business Presentation Foundations	Mini presentation and peer feedback Prep Work for Final Assessment (outline and presentation) Research Image referencing	10%

<b>Final Module Assessments (55%)</b>	
Business Writing Foundations Test: Documents for revision, 7 tips, parallel structure, common sentence errors, lists, choose the best communication channel writing process (outlining) (2-stage)	15%
Timed response: write the message, choose the approach, submit an analysis (audience, purpose, channel, pattern, tone, other considerations) with the written document	15%
Oral Presentation with Preparatory Work (individual, formal presentations connected to the department/individual business)	15%
Class Engagement: Participation in online discussions, and contributions to class discussions.	10%