APPLIED SCIENCE & MANAGEMENT
School Business and Leadership
Fall, 2019

COURSE OUTLINE

COMM100

BUSINESS COMMUNICATION

3 **CREDITS**

PREPARED BY: Colleen Grandy & Hillarie Zimmermann DATE: April 25, 2019

APPROVED BY: Stephen Mooney, A/Dean DATE: August 16, 2019

APPROVED BY ACADEMIC COUNCIL: May 16, 2018

RENEWED BY ACADEMIC COUNCIL: (date)

This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc-sa/4.0/.

APPLIED SCIENCE & MANAGEMENT
Business Communication
3 Credit Course
Fall, 2019

BUSINESS COMMUNICATION

INSTRUCTOR: Colleen Grandy

OFFICE LOCATION: A2431

E-MAIL: cgrandy@yukoncollege.yk.ca

TELEPHONE: 867-668-8834

OFFICE HOURS: 10:30-11:30 a.m. T/TH

CLASSROOM: T1030A

TIME: 8:30-10:00 a.m. T/TH

DATES: Sept.4 - Dec. 6, 2019

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
See BCCAT Transfer Guide

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 is a face-to-face (synchronous) course. There are two weekly meetings in a classroom/computer lab.

Students will work individually and in small and large groups to complete written and oral communication work. Students are encouraged to use the resources provided in class as tools to support their course work. 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 55% 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 45% of the course work.

EVALUATION

Assignments	55%
Final module assessments	45%
Total	100%

REQUIRED TEXTBOOKS AND MATERIALS

There is no textbook to purchase for this course.

There is an 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

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.

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.

TOPIC OUTLINE

Module	Topic
1 You as a Business Communicator	Introduction and Ongoing Critical Reflection
2 Business Writing Foundations	Before you write (anticipating audience, analyzing purpose, tips)
	Writing (constructing effective sentences)
	Revising (proofreading, editing, giving and accepting feedback)
	Research (documentation, document design)
3 Business Writing in Action	Choosing communication channels
	Routine messages
	Persuasive messages
	Bad news messages
	Short reports
4 Business Presentation Foundations	Targeting presentations for different audiences and purposes
	Developing presentations
	Delivering presentations
	Student presentations, peer, self-review