**APPLIED SCIENCE & MANAGEMENT**

**COMM 100**

**3 Credit Course**

**Winter, 2020**



**COURSE OUTLINE**

**COMM100**

**Business Communication**

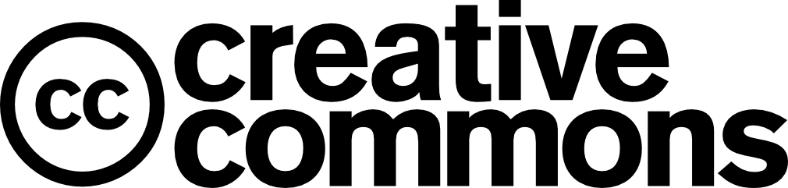
3 **CREDITS**

PREPARED BY: Colleen Grandy DATE: December 9, 2019

APPROVED BY: Stephen Mooney, Interim Dean DATE: December 19, 2019

APPROVED BY ACADEMIC COUNCIL: May 16, 2018

RENEWED BY ACADEMIC COUNCIL: (date)





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Version 1.2 revised and approved by Academic Council: April 17, 2019

Academic Council, Governance Office

Academic Council MyYC: Policies, Procedures and Forms

**APPLIED SCIENCE & MANAGEMENT**

**COMM 100**

**3 Credit Course**

**Winter, 2020**

**Business Communication**

**INSTRUCTOR: Colleen Grandy OFFICE HOURS:** T/Th 1:30-2:30

**OFFICE LOCATION: A2431 CLASSROOM:** T1030A

**E-MAIL: cgrandy@yukoncollege.yk.ca TIME: 10:30-12:00 p.m. T/TH**

**TELEPHONE: 867-668-8828 DATES:** January 6 – April 16, 2020

**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**

You will need to have access to a computer to complete some of the work for this course.

**EQUIVALENCY OR TRANSFERABILITY**

This course is new/newly developed/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 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 Yukon College’s Learning Management System (Moodle). Using online tools and resources is a required part of this course.

**ASSESSMENTS**

**Assignments**

There are several small assignments 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 of the three main modules: 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 current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

**PLAGIARISM**

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work 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): lac@yukoncollege.yk.ca.

**TOPIC OUTLINE**

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| --- | --- | --- |
| **Module** | **Topic** | **Assessments** |
| **1**  You as a Business Communicator | Introduction and Ongoing Critical Reflection | Business Profile (5%)  Low-Stakes Activities (5%) |
| **2**  Business Writing Foundations | Before you write (anticipating audience, analyzing purpose, tips) | Low-Stakes Activities (2.5%)  Plain Language in Your Daily Life (2.5%)  Email Critique (5%)  Final Module Assessment: 2-Stage Test (15%) |
| Writing (constructing effective sentences) |
| Revising (proofreading, editing, giving and accepting feedback) |
| Research (documentation, document design) |
| **3**  Business Writing in Action | Choosing communication channels | Low-Stakes Activities (5%)  Direct Email (5%)  Direct Letter (5%)  Timed Indirect Message (5%)  Final Module Assessment: Short Report (20%) |
| Routine messages |
| Persuasive messages |
| Bad news messages |
| Short reports |
| **4**  Business Presentation Foundations | Targeting presentations for different audiences and purposes | Low-Stakes Activities (5%)  Peer feedback and self-reflection (10%)  Final Module Assessment: Oral Presentation – Outline, Content, and Delivery (10%) |
| Developing presentations |
| Delivering presentations |
| Student presentations, peer, self-review |