

BUS 100 A & B, Business Communications

3 Credits, 3 hours per week

From memos and letters to short informal reports, this course reviews the basics of business writing format and technique. It offers a complete refresher on grammar, punctuation, and sentence structure, as well as a brief introduction to the art of speech making. Course content includes the following: concise, direct written expressions, sentence clarity and variety, effective research strategies, short informal reports, and brief oral presentations that achieve results. This course provides an opportunity to brush up your writing and business communication skills before proceeding to more advanced classes.

Prerequisite: English 30/30-1 or 33/30-2

Instructor

Cynthia O'Donnell, EdD
S113A

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Office Hours–

Tuesday 12:00 –12:50

Wednesday 12:00 –12:50

Thursday 12:00 –12:50

5:30 – 6:30

Friday 12:00 –12:50

Hours of Instruction**BUS 100A**

Tuesday 10:30 –11:50

Thursday 10:30 –11:50

BUS 100B

Wednesday 10:30 –11:50

Friday 10:30 –11:50

Required Resources***Essentials of Business Communication (Ninth Canadian Edition)***

Mary Ellen Guffy, Dana Loewy, & Richard Almonte

Nelson Education

ISBN: 13: 978-0-17-672124-4

Olds College OER Development Team. (2015). Professional Communications OER. Olds, Alberta: Campus Alberta. Retrieved from <http://www.procomoer.org/> (Modules 1 & 2 only). Note that Open Educational Resources are free to download.

Course Outcomes

Upon successful completion of this course, the student shall be able to:

- Select and use appropriate communication means and methods as required in everyday business settings. The following concepts, skills, and issues are used to support this Outcome:
 - Identify and understand the communication process in order to express and interpret a message clearly.
 - Analyze audience's needs and apply an effective strategy to meet them.
 - Select appropriate channel for intended message.
- Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence. The following concepts, skills, and issues are used to support this Outcome:
 - Identify common writing mechanics and style errors within a previously written document.
 - Process business documents to meet North American standards of grammar, punctuation, and usage.
 - Process business documents by applying "Plain English" principles to achieve clarity and concision.
- Compose, format, and write effective professional electronic and paper documents for business which include business letters, memos, emails, and informal research reports. The following concepts, skills, and issues are used to support this Outcome:
 - Design and format business documents using Microsoft Office Suite to reflect standards of professionalism.
 - Write and format effective direct and indirect business letters and emails.
 - Compose, write, and format an informal report.
- Retrieve information from web and library catalogues for research in academic and business settings. The following concepts, skills, and issues are used to support this Outcome:
 - Select and use appropriate search and meta-search engines, directory, and online databases to retrieve information.
 - Apply effective search tools to retrieve relevant data.
 - Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.
 - Explain the relevance of using peer-reviewed scholarly sources located in library databases.
- Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts, skills, and issues are used to support this Outcome:
 - Define plagiarism and explain how proper referencing can prevent plagiarism in academic and business settings.
 - Apply APA documentation to construct in-text citations and reference pages in a short report.
 - Apply effective use of lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
- Present oneself professionally in writing and conversation in job search settings. The following concepts, skills, and issues are used to support this Outcome:
 - Identify personal job-related skills.
 - Design and compose a visually attractive resume appropriate for a particular job in a targeted company.
 - Compose an effective application letter that targets a particular company and job.

- Participate as both an interviewer and as a candidate in mock job interviews.
- Design and execute a professional oral business presentation. The following concepts, skills, and issues are used to support this Outcome:
 - Identify audience and determine relevant subject, purpose, and approach for an oral presentation.
 - Apply appropriate strategies for organizing presentation content.
 - Use Microsoft PowerPoint to create an effective visual aid to support presenter's information.
 - Identify common public speaking anxieties and apply techniques to overcome them.
 - Present a professional oral presentation in front of an audience.

Evaluation

In-Class Tests	10%
Memo Assignment	10%
Letter or Memo Assignment	10%
Mid-Term Exam	15%
Short Report	10%
Résumé and Letter of Application	10%
Online Quizzes	10%
Moodle Forums & Class Activities	5%
PowerPoint Slides/Presentation	5%
Final Examination	15%
TOTAL	100%

The minimum standard for passing this course is a grade of D (50%).

Assignments

All assignments must be submitted in hard copy, on Moodle, as well as retained in electronic format in students' files. I highly recommend that students purchase a flash drive to store course assignments in easily accessible format. Note that you may be asked to post copies of your in-class assignments on the Forum/Discussions board or Glossaries on Moodle. Participation on Moodle is a required component of the course. Please pay careful attention to the information on Academic Misconduct and Discipline for behavior such as cheating or plagiarism. The penalty for such behaviour is zero on the assignment and no opportunity to resubmit the assignment.

Due Dates

Late assignments will be penalized 10% per day. No late assignments will be accepted once the instructor has marked and returned the assignment in question (unless there are extenuating circumstances such as illness or death in the family).

Exams

Students must achieve an overall average of 50% (D) in the course to pass.

Teaching and Learning Methodologies

A wide variety of teaching and learning methodologies are used to appeal to a broad range of learning styles such as Visual, Auditory, Read/Write, Kinesthetic/Tactile, and Multimodal learners. Lectures, PowerPoints, videos, research and writing projects, team activities, student presentations, social media explorations, career fairs, and field trips are all used in the class.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory Progression	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
Min Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

Proposed Schedule of Topics

Class Schedule: See the class schedule, topics, and readings as attached.

Please Note:

Date and time allotted to each topic is subject to change.

Course Schedule

WEEK 1:
(Aug. 31- Sept. 4)

TOPICS

College-wide Orientation (Aug. 31), No classes.
Communicating in the Digital Age Workplace

READINGS

Chapter 1, *Essentials of Business Communication*
Module 1, *OER*

ASSIGNMENTS

Diagnostic Pre-Test of English Skills (pp. 359-363), *Essentials of Business Communication*
Review Exercises A-Nouns, p. 365, & Grammar/Mechanics Checkup-1, pp. 365-366, *Essentials of Business Communication*
Grammar Review and all Exercises, pp. 363-417, *Essentials of Business Communication*, (to be completed over the next few weeks)
PowerPoint Presentation (Team or Individual Activity)

WEEK 2:
(Sept. 7-11)

TOPICS

Labour Day Holiday (Sept. 7), No classes
Planning Your Message
Number Style
Confusing Words and Frequently Misspelled Words

READINGS

Chapters 2, *Essentials of Business Communication*
Module 2, *OER*
pp. 408-412, *Checkmate*, pp. 469-489 (Usage)
pp. 412-415, *Essentials of Business Communication*

ASSIGNMENTS

Diagnostic Test A
Review Exercises B-Pronouns, p. 369, & Grammar/Mechanics Checkup 2, pp. 369-370, *Essentials of Business Communication*
Assignment #1: Memo of Introduction to Instructor (Instructions will be distributed in class)
Due Date: Fri., Sept. 18 (BUS 100A & B)

**WEEK 3:
(Sept. 14-18)****TOPICS**

Organizing and Drafting Your Message
Grammar, Punctuation, Mechanics and Spelling

READINGS

Chapters 3, *Essentials of Business Communication*

ASSIGNMENTS

Cumulative Editing Quiz 1, p. 370, Review Exercises C & D-Verbs, pp. 374-375, & Grammar/Mechanics Checkup-3, p. 375, *Essentials of Business Communication*

**WEEK 4:
(Sept. 21-25)****TOPICS**

Revising Your Message
A Guide to Document Formats
Documentation Formats and Overview

READINGS

Chapter 4, *Essentials of Business Communication*
Appendix A, pp. 327-335, *Essentials of Business Communication*
Appendix C, pp. 339-348, *Essentials of Business Communication*

ASSIGNMENTS**Diagnostic Test B**

Cumulative Editing Quiz 2, pp. 375-376, Grammar/Mechanics Checkup—4, p. 378, & Review Exercise F—Prepositions and Conjunctions, pp. 380-381, *Essentials of Business Communication*

**WEEK 5:
(Sept. 28- Oct. 2)****TOPICS**

Daily Workplace Writing Channels
Style in Writing

READINGS

Chapter 5, *Essentials of Business Communication*
Appendix D, Style in Writing, pp. 349-357, *Essentials of Business Communication*

ASSIGNMENTS

Writing Improvement Exercises, pp. 355-357, *Essentials of Business Communication*

Grammar/Mechanics Checkup—5, pp. 381-382, Cumulative Editing Quiz 3, p. 382, & Review Exercise G—Commas 1, p. 384, *Essentials of Business Communication*

Assignment #2: One of the following: 5.5, Information Request: Culture Vultures Seeking Adventure; 5.6, Information Request: Meeting in Haines Junction at the Dalton Trail Lodge; or 5.8, Information Request: Backpacking Cuisine (Instructor Handout)
Due Date: Fri., Oct. 9 (BUS 100A & B)

WEEK 6:
(Oct. 5-9)

TOPICS

Persuasive Writing Situations
Library Orientation Activity (In-Class Mark)
APA Documentation and Recent Changes

READINGS

Chapter 6, *Essentials of Business Communication*

ASSIGNMENTS**Grammar Post-Test: Week 7**

Grammar Mechanics Checkup--6, pp. 384-385, and all remaining exercises at the end of the textbook, *Essentials of Business Communication*

WEEK 7:
(Oct. 12-16)

TOPICS

Thanksgiving Holiday (Mon., Oct. 12), No classes
Negative Writing Situations

READINGS

Chapter 7, *Essentials of Business Communication*

ASSIGNMENTS

Grammar Post-Test
Study for Mid-Term Examination: Week 8

WEEK 8:
(Oct. 19-23)

MID-TERM EXAMINATION—1 to 1 1/2 HRS.
Dates: To be announced

TOPICS

Informal Reports

READINGS

Chapter 8, *Essentials of Business Communication*

ASSIGNMENTS

Assignment #3: Short Report, Travel Opportunities: Report Comparing Three Destinations for an Employee Incentive Program or Alternative Topic (Instructions will be distributed in class)
Due Date: Fri., Oct. 30 (BUS 100A & B)

**WEEK 9:
(Oct. 26-30)**

TOPICS

October 29, PD Day, No classes
Communicating Professionally in Person

READINGS

Chapter 10, *Essentials of Business Communication*

ASSIGNMENTS

Short Reports Due

**WEEK 10:
(Nov. 2-6)**

TOPICS

The Job Search, Résumés, and Cover Letters

READINGS

Chapter 12, *Essentials of Business Communication*

ASSIGNMENTS

Assignment #4: Résumés and Cover Letters
Due Date: Fri., Nov. 20 (BUS 100A & B)

**WEEK 11:
(Nov. 9-13)**

TOPICS

Holiday for Remembrance Day, Wed., Nov. 11 (No classes).
Reading Days, November 12-13. No classes.
Interviews and Follow-Up

READINGS

Chapter 13, *Essentials of Business Communication*

ASSIGNMENTS

Behaviour Descriptive Interview Questions
Mock Interviews with Friends/Classmates/Family Members

WEEK 12:
(Nov. 16-20)

TOPICS

Business Presentations

READINGS

Chapter 11, *Essentials of Business Communication*

ASSIGNMENTS

Assignment #5: PowerPoint Slides for Classmates due in Week 13
(Nov. 23-27). Students must use PowerPoint.

WEEK 13:
(Nov. 23-27)

TOPICS

Upload Presentations for Classmates (must include PowerPoint Slides)

WEEK 14:
(Nov. 30- Dec. 2)

TOPICS

Review for Final Exam

WEEK 15:
(Dec. 7-18)

FINAL EXAMINATIONS**Required Skills & Abilities**

Enrolment in the Business Administration program and courses, requires the following skills and abilities:

Behavioural

- Ability to work independently or as a member of a group or team
- Engage with self and others to create a safe environment.
- Respond appropriately in situations that are stressful or that involve conflict
- Ability to listen and follow instructions
- Ability to manage time and meet deadlines

Cognitive

- Remember and recall information over a brief period of time.
- Remember and recall information over an extended period of time.

Environmental Ability to function in the presence of each of the following commonly encountered and unavoidable environmental factors:

- distractions
- noise
- unpredictable behaviour of others

Psychomotor

- perform repetitive movements and tasks
- perform complex sequences of hand-eye coordination

Technical

- Ability to use a desktop/laptop computer
- Ability to navigate the college's online Learning Management System (Moodle) and other publisher-specific LMS.

Performance Requirements

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the [Keyano College credit calendar](#). The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own;
- The use of unauthorized aids in assignments or examinations (cheating);
- Collusion or the unauthorized collaboration with others in preparing work;
- The deliberate misrepresentation of qualifications;
- The willful distortion of results or data;
- Substitution in an examination by another person;
- Handing in the same unchanged work as submitted for another assignment; and
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work may not be graded until you show this signed certificate.

Specialized Supports

The Student Services department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano College. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented differently this semester by being provided mostly virtually. In-person service can be requested as needed. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The Library has evening and weekend hours. Please check keyano.ca/library for current hours.

Accessibility Services: provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility services supports and to book a virtual appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Academic Success Coaching: offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during virtual service delivery.

Wellness Services: offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. All individual appointments will continue virtually.

Wellness Services welcomes students to participate in any of the virtual group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual virtual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research and information supports as they engage in their studies. Library staff are available to support you both virtually and in person during the fall semester. For library service supports and inquiries, please email askthelibrary@keyano.ca.

[Individual support with the Information Librarian will be provided virtually. Appointments can be requested by email or by placing a Book a Librarian request](#) using the online form found [here](#).

Research and Subject Guides are helpful resources when conducting research or addressing your information needs. To view a subject or course specific guide, use the following [Subject Guides link](#)

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the [Research Help Library page](#).

Skill Centre: provides academic support services to students registered in credit programs at Keyano College in the form of tutoring, writing support groups, facilitated study groups, workshops and study space. Tutoring services are **free** to Keyano students. Tutoring is available for Math, Writing, English, and Science subject areas.

While most courses are being offered online, the Skill Center will be offering mostly virtual tutoring services and in-person sessions as requested. Please email Skill.centre@keyano.ca to get in contact with our tutoring staff.

For the most up to date information on how to book a tutoring session, please view the [Keyano Skill Centre homepage](#).

E-Learning

Technology and internet will impact your online learning experience. It's important that you are able to watch an online video and other course materials, take online quizzes, and participant in a live class with your instructor and other students.

Keyano College operates in a Windows based environment and having the correct tools for online learning is important. Here's a list of recommended system requirements for Fall 2020.

Internet Speed

Minimum Internet speeds of 5 Mbps.
 Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).
 Check your internet speed with Fast.com.

System requirements:

Microsoft Windows	Apple
<p>Minimum Requirements:</p> <p>A Windows 10 computer/laptop</p> <ul style="list-style-type: none"> • Minimum 4GB of RAM. • 10GB+ available hard drive storage. • Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. • Microphone, webcam and speakers. A headset with a microphone is recommended. • System updates must be regularly installed. • Anti-Virus / Anti-Malware software 	<p>Minimum Requirements:</p> <p>A Macintosh (V10.14 and above) computer/laptop</p> <ul style="list-style-type: none"> • Minimum 4GB of RAM. • 10GB+ available hard drive storage. • Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. • Microphone, webcam and speakers. A headset with a microphone is recommended. • System updates must be regularly installed. • Anti-Virus / Anti-Malware software.

<p>Recommended Requirements</p> <ul style="list-style-type: none"> 8GB of RAM A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free. 	<p>Recommended Requirements</p> <ul style="list-style-type: none"> 8GB of RAM A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.
<p>Chromebooks are not recommended as they are not compatible with testing lockdown browsers. A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.</p>	

Specific department requirements:

Business and OA programs require Windows 10.

Other programs may utilize Windows based tools as well.

Computer Software

Students will be able to get access to Microsoft Office 365 for Free using Keyano Credentials by [clicking here](#).

Recording of lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not publish any of the lectures or lecture materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to publish or sell instructor notes without formal written permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property.

ITS Helpdesk

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.