

BUS 117, Business Communications 2

3 credits/Two 1.5 hours lecture

COURSE DESCRIPTION

A skills-based approach to the development of writing, speech, interpersonal skills, and digital mediacompetency for business professionals to succeed in the contemporary organization. Advanced writing, editing, and evaluating of reports, self-assessments to guide self-improvement goals, combined with speech building and presentation using a variety of media tools. Involves opportunity to build message for community organization. Role-playing and group problem-solving develop active listening, conflict-management, persuasion, delegating and other communication and language techniques. Explores digital social networking tools for positive representation of self-on-line for overall business success. This course includes a work integrated learning component.

Pre-requisite: Business Communications I

Instructor

Uylander Jack
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Class Format –

online

Virtual Check-in Sessions

Monday 12:00 pm – 1:00 pm (tentative)

Required Resources

Business Communication for Success (2016).

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=afdc00ca-a1ab-4877-a156-39f751739ca8>

De Janasz, S., Dowd, K. & Schneider, B. (2021). *Interpersonal skills in organizations (7th ed.)*. McGrawHill. ISBN10: 1260681335; ISBN13: 9781260681338. Ebook and hard copy textbook are both available.

Dunphy, B., Stracuzzi A., Smith, J., & Ashman, M. (2019). *Professional communications: A common approach to work-place writing (1st ed.)*. eCampusOntario.

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=68b5d817-406e-4ef7-b8f0-542e17c92c1b>

Ede, K. (n. d.). *Units 1 to 9*, instructor material, Keyano College.

Ferrier, M. & Mays, E. (2017). *Media innovation and entrepreneurship*. eCampusOntario.
<https://openlibrary.ecampusontario.ca/catalogue/item/?id=b8f04958-902b-4739-858f-1979081c8800>

Guffey, M., Loewy, D., & Almonte, R. (2021). *Essentials of business communication (10th ed.)*. Cengage Learning Canada Inc.

Course Outcomes

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

1. Compose advanced professional business documents with or without writing software. The following concepts, skills, and issues are used to support this Outcome:
 - a. Create professional formal reports, informal reports, and proposal reports.
 - b. Use standard business writing mechanics, grammar, punctuation, and plain language including modifiers and parallelism to improve message effectiveness.
 - c. Develop short formal, informal and proposal reports with sourced information using APA format in-text citation and end of document referencing, and lead-ins, paraphrasing, summaries, and direct quotes in preventing plagiarism.
 - d. Design business documents with Microsoft Office Suite to reflect North American standards of professionalism, “plain language” principles for clarity and conciseness.
 - e. Modify reports manually (without editing software) to meet professional business writing and formatting standards.
 - f. Revise reports using software to meet professional business writing and formatting standards.
2. Develop self-awareness as the starting point for effectiveness as a business professional. The following concepts, skills, and issues are used to support this Outcome:
 - a. Identify the self-assessment tools and their usefulness for business communications.
 - b. Develop a communications self-improvement plan based on a self-assessment of strengths and limitations, considering various cultural contexts (i.e., Indigenous).
3. Demonstrate confidence and coherence with speech (with and without preparation) in front of individuals and groups. The following concepts, skills, and issues are used to support this outcome:
 - a. Apply appropriate strategies for choosing subject, purpose and approach to organizing presentation content.
 - b. Compose speech with and without multi-media software (e.g., power point).
 - c. Present prepared speeches (e.g., oral book reviews, demonstration speeches, informative speeches, and persuasive presentations) and impromptu talks in well formulated and articulated format with clear opening, body, and conclusion.
 - d. Provide peers with constructive feedback on speeches.
 - e. Propose strategies to overcome common public speaking anxieties.
4. Apply communication strategies with emphasis on active listening, encouraging candor, and maintaining a cooperative and collaborative team environment. The

following concepts, skills, and issues are used to support this Outcome:

- a. Describe communication related qualities for effective business relationships.
 - b. Apply language techniques and tools to be effective at interpersonal matters (i.e., active listening, problem solving, goal setting, time and conflict-management, team building, persuasion and delegating) through role plays and simulations.
 - c. Examine the value of diversity and the communication considerations for building a team in a diverse workplace and community.
5. Complete a service-learning activity with a community organization that applies communication tools and techniques for effectiveness. The following concepts, skills, and issues are used to support this Outcome:
- a. Develop a message (i.e., formal report, informal report, proposal report, document summary) that will be useful for the activities of a community organization.
 - b. Apply presentation techniques by presenting the written message to the community organization and/or your class.
 - c. Demonstrate how clearly communicating goals and time-task expectations improve effectiveness.
6. Apply various digital media and social networking tools in professional business communication and in job search settings. The following concepts, skills, and issues are used to support this Outcome:
- a. Demonstrate online literacy by using social networking tools in a business setting.
 - b. Assess effective digital business tools based on predetermined criteria.
 - c. Apply social networking tools to maximize career networking and job search success.
 - d. Compose a professional and attractive job profile that is uploaded into multi-media platforms (i.e., LinkedIn) to make you visible and marketable.
 - e. Utilize strategies for building media reputation and addressing any issues that affect one's digital business profile.

Evaluation

Your grade in this course will be derived as follows:

Assessment	Course Learning Outcomes (CLO) alignment	Weight
Course Activities	Includes: Discussion forums (15%) and practice quizzes	Total of 15%: 15% for forums
Assessment 1, Informal report	CLO 1	5%
Assessment 2, Formal report	CLO 1	10%
Assessment 3, Interpersonal styles	CLO 1, 2	10%
Assessment 6, Service Project	CLO 1, 2, 3, 4, 5	15%
Assessment 8, Impromptu speech	CLO 1, 3	5%
Assessment 11, Mid-term exam	CLO 1, 2, 3, 4	15%
Assessment 12, Diversity presentation	CLO 1, 2, 3, 4	5%
Assessment 14, Final exam	CLO 4, 5, 6	20%

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

Notes on Course Evaluation

Examinations: The examinations will consist of a mixture of definitions, differentiation of terms, multiple choice and true/false questions, and short and long answer questions. The mid-term is tentatively scheduled for week 8. The final exam schedule will be posted later in the semester.

Teaching and Learning Methodologies

This class appeals to the various learning styles by including lectures, PowerPoints, text-based modules, Moodle discussions/forums, videos, group problem-solving exercises and peer-to-peer evaluations.

Participation in discussions/forums (including Ungraded ones) is a required component of the course.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
	A+	4.0	> 93.9
Excellent	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	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

See the class schedule, topics, and readings as attached.

Please Note:

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

Performance Requirements and Student Services

Student Responsibilities

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the Withdraw Course or Program or a Change of Registration form. Please refer to the important dates listed in the Academic Schedule in the [Keyano College credit calendar](#). The Keyano College credit calendar also has information about Student Rights and the Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and the Code of Conduct Policies.

Student Attendance

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

Academic Misconduct

Students are considered responsible adults and should adhere to the principles of intellectual integrity. Intellectual dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their 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,
- Submitting unchanged work 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. To ensure your understanding of plagiarism, you may be required to complete an online tutorial and submit the certificate of completion.

Online Learning

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your [Keyano username and password](#). Keyano College operates in a Windows-based environment, and having access to the correct tools for online learning is essential. Here's a list of recommended system requirements.

Internet Speed

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with [Speedtest by Ookla](#).

Computer System Requirements

Microsoft Windows	Apple (Mac)
<p>Minimum Requirements:</p> <ol style="list-style-type: none"> 1. Windows 10 Operating System or above 2. 4GB of RAM 3. 10GB available hard drive storage space <ol style="list-style-type: none"> a. Install the Microsoft Office 365 suite (~3GB) * 4. Microphone, webcam, and speakers (All modern laptops have these three accessories built in.) 5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly. <p>*<u>Microsoft Office 365</u> is free to Keyano students.</p>	<p>Minimum Requirements:</p> <ol style="list-style-type: none"> 1. Mac Operating System 10.14 (Monterey) or above 2. 4GB of RAM 3. 10GB available hard drive storage space <ol style="list-style-type: none"> a. Install the Microsoft Office 365 suite (~3GB) * 4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in.) 5. Mac has built-in anti-virus/malware software. It is important to install system updates to keep your device secured regularly. <p>*<u>Microsoft office 365</u> is free to Keyano students.</p>
<p>Recommended Upgrades</p> <ul style="list-style-type: none"> • 8GB of RAM • Regularly back up or synchronize your files, locally or with a cloud-based storage option. <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p>	<p>Recommended Upgrades</p> <ul style="list-style-type: none"> • 8GB of RAM • Regularly back up or synchronize your files locally or with a cloud-based storage option. <p>OneDrive is the cloud-based storage option free to students after the setup of KeyanoMail and Microsoft 365.</p>
<p>Tablets, iPads and Chromebooks are not recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.</p>	

Specific Department Requirements

Business and OA programs require Windows 10.
Other programs may utilize Windows-based tools as well.

Computer Software

Students have access to Microsoft Office 365 and Read&Write for free using Keyano credentials.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials; this includes any recordings, slides, instructor notes, etc., on any platform. Thus, no student is allowed to share, distribute, publish or sell course-related content without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The Academic Integrity Policy provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

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

COVID-19 We are subject to provincial, and municipal bylaws, and policies. These decisions may change pending further direction from the Alberta Chief Medical Officer, Alberta Health Services, and other provincial guidelines. To protect yourself and others, get immunized, wash your hands, wear a mask, keep your distance (2m/6 ft) and remain home when feeling unwell. For the most recent COVID-19 information, please refer to albertahealthservices.ca/COVID.

Specialized Supports The Student Services Department is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

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

Accessibility Services also provides individual and group learning strategy instruction for all students and technology training and support to enhance learning. You can meet with an Access Strategist to learn studying and test-taking strategies. In addition, you can schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing: accessibility.services@keyano.ca

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 provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research, information, and education technology supports as they engage in their studies. Library staff are available to help you online and in person throughout the semester. Librarians offer individual and small group appointments booked using the online [Book A Librarian calendar](#). The Library also provides research and subject guides to help you with your studies. To view a subject or course-specific guide, check out the complete list of online [Subject Guides](#). To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the [Research Help page](#). The Library's collections (including print and online materials) are searchable using OneSearch. The Library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the Library's [Loanable Technology webpage](#). For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or [chat with us online](#).

Academic Success Centre: The Academic Success Centre at Keyano College (CC-119) provides **free** academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and

study space. Academic Content Specialists are available in Mathematics, Science, Trades, Power Engineering, Upgrading/College Prep, Human Services, English, Humanities, and more. Students are encouraged to visit the Academic Success Centre to discuss study strategies and academic concerns. For additional information, please email Academic.Success@keyano.ca.

Academic Success Coach: The Academic Success Coach is located in the Academic Success Centre and works with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email Academic.Success@keyano.ca.