BUS 107ES/INTS, Business Communications 1
3 credits / 3 hours

An introduction to the new world of communication builds skills in *five* specific areas: choosing effective communication channel; critical thinking through verbal and written message; business writing; research strategies and material usage; and presentation and job search strategies. Explores writing of basic business documents and utilizing information data bases, citation, and referencing of materials. Includes preparing of market standard resume and cover letter, and for job interviews.

Instructor

Uylander Jack
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Hours of Instruction (ONLINE)
Tuesday   2:30 pm – 3:50 pm
Thursday   2:30 pm – 3:50 pm

Microsoft Teams meeting
Join on your computer, mobile app or room device
Click here to join the meeting
Meeting ID: 211 664 053 307
Passcode: iUYEpC

Virtual Office Hours (by appointment)

Monday   11:00 am – 1:00 pm
Tuesday   12:00 pm – 1:00 pm
Wednesday   12:00 pm – 1:00 pm
Thursday   12:00 pm – 1:00 pm

Required Resources

Guffey, M., Loewy, D., & Almonte, R. (2019). *Essentials of business communication (10th ed.).* Nelson Education Limited. Print ISBN: 176874844; e-text ISBN: 9780176874872, 0176874879.

Course Outcomes

Upon successful completion of this course, the student shall be able to:
1. Apply appropriate communication means, methods, and critical thinking as required in everyday business settings. The following concepts and skills are used to support this Outcome:
   a. Assess the communication process to express and interpret verbal and written message clearly.
   b. Determine an effective channel and strategy for an intended message using knowledge of audience's needs.
   c. Apply Indigenous ways of knowing and communicating.
   d. Review written message highlighting the main ideas and salient supporting details.
   e. Debate verbal and written arguments for logical validity and common errors using key strategies of argument (i.e., deductive reasoning, inductive reasoning, and logos, ethos, and pathos).

2. Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence. The following concepts and skills are used to support this Outcome:
   a. Identify common writing mechanics and style errors within a previously written document.
   b. Prepare business documents to meet North American standards of grammar, punctuation, and usage.
   c. Apply "Plain English" principles to business documents to achieve clarity and concision.

3. Compose professional business documents, with or without writing software. The following concepts and skills are used to support this Outcome:
   a. Create written sentences that are logically organized in paragraphs using clear introductions, body, and conclusions.
   b. Prepare professional business memos, letters and emails using Microsoft Office Suite to reflect standards of professionalism.
   c. Modify business documents manually (without software) to meet professional writing and formatting standards.
   d. Reconstruct business documents using software to meet professional writing and formatting standards.
4. Retrieve information from web and library catalogues in academic and business settings. The following concepts and skills are used to support this Outcome:
   a. Select appropriate search and meta-search engines, directory, and online databases for retrieving information.
   b. Apply effective search tools to retrieve relevant data.
   c. Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.
   d. Explain the relevance of using peer-reviewed scholarly sources located in library databases.

5. Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts and skills are used to support this Outcome:

      a. Examine how proper referencing can prevent plagiarism in academic and business settings.

      b. Apply APA documentation to construct in-text citations and reference pages in a business document.

      c. Utilize lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.

6. Present oneself professionally in writing and verbally in job search settings. The following concepts and skills are used to support this Outcome:

      a. Apply basic techniques to effectively organize content and present verbally for business purposes.

      b. Utilize software to make effective visual aids to support verbal presentations.

      c. Prepare a visually attractive resume matching job requirements and job-related skills in a targeted company.

      d. Compose an effective cover letter that targets a particular company and job.

      e. Model effective presentation techniques by participating in mock on-line and in-person job interviews.

Evaluation

Your grade in this course will be derived as follows:

Assessment	Course outcome alignment	Weight
Course Activities	Includes: Discussion forums; Chapter summaries, Quizzes, Document revisions; and Evaluation of sources (CLO 1,2,3,4,5, 6)	25%
Assessment 3 Town hall debate	CLO 1,6	10%
Writing Assignments (memo, letter & email)	CLO 1,2,3	10%
Mid-term exam	CLO 1,2,3	10%
Research Paper	CLO 1,2,3,4,5	20%
Professional aspects (resume, cover letter, mock interview & oral presentation)	CLO 1,2,3,4,5,6	10%
Final exam	CLO 3,4,5,6	15%
TOTAL		100%

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 essay questions.

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
	B+	3.3	77 – 79.9
Good	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
	C+	2.3	67 – 69.9
Satisfactory	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.

CLASS SCHEDULE

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
Week 1 January **5 & 10**	Course Introductions Communication in the digital age: the changing landscape and your role as an effective communicator. **Assessments: Suggested Due Dates** 1. **Assessment 1 Discussion Forum 1 Email jargon and abbreviations**: Due: January 15, 2023 **Assessment 2 Summary 1, chapter of coursebook**: Due: January 22, 2023	Chapter 1, *Essentials of Business Communication* (10th ed.) Chapter 2, *Essentials of Business Communication (10th ed.)*
Week 2 January **12 & 17**	Intercultural communication in business: context matters.	Chapter 2, *Professional communications. A common approach to work-place writing.* Analysing your audience & Selecting appropriate channels, pp. 45-67. Chapter 10, *Professional communications. A common approach to work-place writing.* 10.4: Intercultural Communication, pp. 510-519.
Week 3 January **19 & 24**	Critical thinking in business messages.	What is critical thinking? Chapter 1, *Introduction to logic and critical thinking* - Constructing and analyzing arguments, Chapter 4, *Introduction to logic and critical thinking* - Informal fallacies. *Aristotelian framing: logos, ethos, pathos and the use of evidence in policy frames.*
Week 4 January **26 & 31**	Common grammar, punctuation and mechanics errors and misspelling of confusing words. **Assessments: Suggested Due Dates** 1. **Assessment 3 Town hall debate** – Due: February 14, 2023	*Technical writing essentials, introduction to professional communications in the technical fields.* **Appendix E:** Sentence structure, pp. 255-258; **Appendix F**: *Punctuations*, pp. 259-267.

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
	2. **Assessment 4 Quiz 1, Grammar, punctuation, and spelling** – Due: February 4, 2023 **Assessment 5 Quiz 2 Grammar. punctuation and spelling** – Due: February 4, 2023	Grammar/Mechanics Handbook, pp. 430-483, *Essentials of business communication (10th ed.).* Chapter 2, *Writing for success Ist Canadian edition.*
Week 5 February 2 & **7**	Drafting in Plain language and well-organized messages. **Assessments: Suggested Due Dates** 1. **Assessment 6a & 6b Document revision 1 plain language:** Due: February 11, 2023 **Assessment 7 Summary 2. Chapter in course book:** Due: February 13, 2023	Chapter 3, *Essentials of business communication (10th ed.).*
Week 6 February **9 & 14**	Revising and editing business documents without and with a software. **Assessments: Suggested Due Dates** 1. **Assessment 8 Document revision 2 without software:** (without software): Due: February 18, 2023 **Assessment 9 Document revision 3 WITH software**: Due: February 18, 2023	Chapter 4, *Essentials of business communication (10th ed.)*
Week 7 February **16**	Creating business memos, letters, and emails. **Assessments: Suggested Due Dates** 1. **Assessment 10 Memo from course book chapter:** February 20, 2023 **Assessment 11a and 11b Letter and email:** Due: February 20, 2023	Chapter 5, *Essentials of business communication (10th ed.).* Chapter 7, *Essentials of business communication (*10th *ed.).*
Week 8 February 2**0**	**READING WEEK**	
Week 9 **February 28 &** March 2	Retrieving information from library, the web and databases for business purposes. **Assessments: Suggested Due Dates** 1. **Assessment 12 MID-TERM EXAM:** Due: February 28, 2023 **LIBRARY** visit – March 2, 2023 **Assessment 13 Quiz 3 Searching engines, and online data base to retrieve information:** Due: March 4, 2023	1. Information literacy for higher education Turn questions into keywords-information search strategies

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
Week 10 March **7 & 9**	Evaluating on-line sources, APA citation, referencing and plagiarism. & APA citation - quoting, paraphrasing and summarizing. **Assessments: Suggested Due Dates** 1. **Assessment 14 Discussion forum 2 Evaluation of online sources:** Due: March 9, 2023 **Assessment 16 Research paper,** Outline of research paper Due: March 17, 2023	Chapter 3, *Professional communications: A common approach to work-place writing.* - The writing process II: Researching. Chapter 9, *Writing for success 1st Canadian edition* - Citations and Referencing, pp. 222 - 256.
Week 11 March **14 & 16**	Preparing and delivering oral business presentation, and job search. **Assessments: Suggested Due Dates:** 2. **Assessment 15 Quiz 4. APA. citation, reference, plagiarism:** Due: March 20, 2023 **Students** work on research paper due following week.	Chapter 11*, Essentials of business communication (10th ed.).* Chapter 9, *Professional communications: A common approach to work-place writing.* pp. 425 – 434.
Week 12 March **21 & 23**	Preparing a market-standard resume and cover letter. **Assessments: Suggested Due Dates** **Assessment 16 Research paper** – Due: March 31, 2023	Chapter 12, *Essentials of business communication (10th ed.)*
Week 13 March **28 & 30**	Preparing for an interview, interviewing and interview follow-up. **Assessments: Suggested Due Dates** **Assessment 17 Resume and cover letter**: Due: April 4, 2023	Chapter 13, *Essentials of business communication (10th ed.)*
Week 14 April **6 & 8**	Peer-to-peer mock interviews and business presentation. **Assessments: Suggested Due Dates** 1. **Assessment 18 Oral presentation and mock job interview** **Dates:** April 8, 2023	
April **11**	Exam Review – April 11, 2023	
April 17 – 26, 2023	Final Exams	

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 the online Understanding Plagiarism 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.

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

Keyano College software are Windows based.

Minimum Requirements and Recommended Upgrades for Windows (preferred system) and Apple devices
These minimum standards are required for a Windows computer/laptop (OS 10 or 11) and a MacIntosh (OS 10.14 or above.
1. Windows 10 Operating System or above 2. 4GB of RAM. Recommended upgrade to 8GB of RAM. 3. 10GB+ available hard drive storage space. Note installing Microsoft Office 365 requires 3GB of available hard drive space.   a. Install the Microsoft Office 365 suite (~3GB) ***** 4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in. However, a headset or earbuds with a microphone is also recommended. 5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly. *****Microsoft Office 365 is free to Keyano students.
Tablets, iPads, and Chromebooks are **not** recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.

Specific Department Requirements

Business and OA programs require Windows 10 or higher.
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.

See Recommended Technology for more information.

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.

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 educational 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 consultations booked using the online Book A Librarian calendar. The library also provides virtual research and subject guides to help you with your studies. Find the guide that supports your course-related research by viewing 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.

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.

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.