ABEN 103I, Communications  
4 Credits, 65 hours  

Development of effective writing and reading skills with progression to oral and written communication including listening skills, presentations, giving and receiving feedback, business writing including letters, memos and reports.

Prerequisite: ABEN 100 or consent of the Program Chair

Instructor
Tami Kane  
tami.kane@keyano.ca  
587-229-2111

Office Hours
Office hours are flexible. Email or text your instructor to arrange a telephone/online meeting time.

Online Delivery: iLearn.Keyano.ca

Required Resources

MyBCommLab – A MyBCommLab access code is required to complete course work.

Other supplies  Computer with internet connection, headset with microphone.

Course Outcomes
Upon completion of the course, students will be able to:

- Apply communication process models to effectively and ethically communicate as a professional with various target audiences.
- Demonstrate effective communication using selected media.
- Communicate information in a manner appropriate to the content and audience.
- Engage in the three steps of the writing process (planning, writing, and completing) for all business messages.
- Write effective short business messages (e.g. letters, memos, e-mails) in an appropriate business format.
- Write a proposal and short business report in an appropriate business format.
- Prepare and deliver a professional oral presentation.
- Apply English grammar rules to oral and written communication.
Evaluation

<table>
<thead>
<tr>
<th>EVALUATION</th>
<th>TITLE</th>
<th>VALUE</th>
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<tbody>
<tr>
<td>Assignment #1</td>
<td>Ethnical Communication</td>
<td>20%</td>
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<tr>
<td>Assignment #2</td>
<td>Mission &amp; Vision Statements</td>
<td>10%</td>
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<tr>
<td>Assignment #3</td>
<td>Persuasive Letter to Investor</td>
<td>20%</td>
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<tr>
<td>Assignment #4</td>
<td>Business Plan - Draft #2 &amp; Oral presentation</td>
<td>30%</td>
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<tr>
<td>Grammar Post-Test</td>
<td></td>
<td>5%</td>
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<tr>
<td>Activities, Web Meetings and Discussions</td>
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<td>15%</td>
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</tbody>
</table>

**Course Total** 100%

Assignments

All assignments must be submitted electronically through Moodle.

Assignment Due Dates

Each assignment is due on the date assigned in Moodle. Students should expect to spend at least 18-20 hours per week to complete all the reading, discussion forums, web meetings, activities, and assignments within a module.

The minimum pre-requisite for progression is 1.7 (refer to Grading System following)

Grading System

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>4.0 Scale</th>
<th>Percent</th>
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<tbody>
<tr>
<td>Excellent</td>
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<td>96 – 100</td>
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<tr>
<td></td>
<td>3.7</td>
<td>85 – 89</td>
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<tr>
<td>Good</td>
<td>3.0</td>
<td>77 – 80</td>
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<td></td>
<td>2.7</td>
<td>73 – 76</td>
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<tr>
<td>Satisfactory</td>
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<td>69 – 72</td>
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<td><strong>Minimum Prerequisite</strong></td>
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<tr>
<td>Poor</td>
<td>1.3</td>
<td>55 – 59</td>
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<tr>
<td>Minimum Pass</td>
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<td>50 – 54</td>
</tr>
<tr>
<td>Failure</td>
<td>0.0</td>
<td>0 – 49</td>
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</table>
Proposed Schedule of Topics

- Business Communication Foundations
- The Three Step Writing Process
- Brief Business Correspondence
- Longer Business Messages

Student Attendance

This online course does not have scheduled classes, but students are expected to participate in weekly online/telephone meetings. Each meeting will provide an introduction to the module, an assignment overview and the opportunity to discuss individual business plans. It is recommend that you set up a weekly schedule of 18-20 hours to successfully complete this course.

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.

More specific details are found in the Student Rights and Student 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 Student Code of Conduct Policies.

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
- 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 Student 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 Student Code of Conduct Policies.
Specialized Supports

Counselling and Disability Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.
Authorization
This course outline has been reviewed and approved by the Program Chair.

________________________________________
Tami Kane, Instructor

________________________________________
Janet Lowndes, Chair                Date Authorized

________________________________________
Frederick Russell, Dean              Date Authorized

Signed copies to be delivered to:
Instructor
Registrar’s Office