

**BUS 100 A & B, Business Communications**

*Three Credits, 4 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. Participation on Moodle is a required component of the course.

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

**Instructor**

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**Office Hours**

Monday 11:00 – 11:50  
Tuesday 5:30 – 6:30  
Wednesday 2:00 – 2:50  
Thursday: 10:00– 10:50  
Friday 1:00 – 1:50

**Hours of Instruction****BUS 100A**

Monday 9:00 – 10:50  
Thursday 8:00 – 9:50

**BUS 100B**

Friday 2:00 – 3:50  
Wednesday 12:00 – 1:50

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

Mary Ellen Guffy & Richard Almonte  
Nelson Education  
ISBN: 13: 978-0-17-650357-4

***Checkmate: A Writing Reference for Canadians (Third Edition)***

Joanne Buckley

Nelson Education

ISBN-13: 978-0-17-650256-0

**Course Outcomes**

At the completion of the course, students will be able to:

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.
7. 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

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

*A grade of C- is required for progression.*

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

*Students must achieve an average of 50% on the midterm and the final exam in order to pass the course and an overall average in the course of 50% (D).*

### 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	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	<b>Progression</b>	C-	1.7
Poor	D+	1.3	57 – 59.9
Min Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

## 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.

### 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 / or 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
- 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.

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

## 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.

**Assignments**

All assignments must be submitted in hard copy and retained in electronic format in students' files. I highly recommend that students purchase a flash drive in order 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**

**The progression grade in order to proceed to BUS 101, Report Writing and Presentations, is C-. Students must achieve an average of 50% on the Mid-term and Final exams in order to achieve a passing grade in the course as well as an overall average of 50% (D).**

**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.

**Proposed Schedule of Topics**

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

**Please Note:**

Date and time allotted to each topic may be subject to change.

## Course Schedule

**WEEK 1:**  
(Sept. 7-9)**TOPICS**

**College-wide Orientation (Sept. 6), No classes.**  
Career Success Begins with Communication Skills  
Common Sentence Errors

**READINGS**

Chapter 1, *Essentials of Business Communication*  
Chapter 10, pp. 333-400, *Checkmate* (Common Sentence Errors)

**ASSIGNMENTS**

**Diagnostic Test of English Skills (pp. 474-478), *Essentials of Business Communication***  
Grammar/Mechanics Review—1 & Grammar/Mechanics Challenge 1, pp. 28-29, *Essentials of Business Communication*  
Grammar Review and all Exercises, pp. 474-539, *Essentials of Business Communication*, (to be completed over the next three weeks)  
**Digital Scavenger Hunt/Facebook or PowerPoint Presentation (Team Activity)**

**WEEK 2:**  
(Sept. 12-16)**TOPICS**

Before You Write  
Usage and Glossary of Usage

**READINGS**

Chapters 2, *Essentials of Business Communication*  
Chapter 13, *Checkmate*, pp. 469-489 (Usage)  
pp. 561-580, *Checkmate* (Glossary of Usage)

**ASSIGNMENTS**

**Diagnostic Test A**  
Writing Improvement Exercises, pp. 50-51, *Essentials of Business Communication*  
Grammar/Mechanics Review-2 & Grammar/Mechanics Challenge 2, pp. 52-53, *Essentials of Business Communication*  
**Assignment #1: Memo of Introduction to Instructor** (Instructions will be distributed in class)  
**Due Date: Fri., Sept. 23 (BUS 100A & B)**

**WEEK 3:**  
(Sept. 19-23)**TOPICS**

Writing and Revising  
Grammar, Punctuation, Mechanics and Spelling

**READINGS**

Chapters 3, *Essentials of Business Communication*  
Chapter 9, Grammar, pp. 305-331, *Checkmate*  
Chapter 11, Punctuation, pp. 401-439, *Checkmate*  
Chapter 14, Mechanics and Spelling, pp. 491-517, *Checkmate*

**ASSIGNMENTS**

Writing Improvement Exercises, Chapter 3, pp. 79-81, *Essentials of Business Communication*  
Grammar/Mechanics Review—3 & Grammar/Mechanics Challenge 3, pp. 82-83, *Essentials of Business Communication*

**WEEK 4:**  
**(Sept. 26-30)**

**TOPICS**

E-Mails, Instant Messages and Memos  
A Guide to Document Formats  
Documentation Formats and Overview

**READINGS**

Chapter 4, *Essentials of Business Communication*  
Appendix A, pp. 443-452, *Essentials of Business Communication*  
Appendix C, pp. 455-464, *Essentials of Business Communication*  
Chapter 4, Academic Integrity and Documentation Overview, pp. 143-156, *Checkmate*  
Chapter 6, APA Style of Documentation, pp. 211-256, *Checkmate*

**ASSIGNMENTS****Diagnostic Test B**

Writing Improvement Exercises, pp. 115-117, *Essentials of Business Communication*  
Grammar/Mechanics Review—4 & Grammar/Mechanics Challenge 4, pp. 122-124, *Essentials of Business Communication*  
**Online Assignment: Web Pages Evaluation**

**WEEK 5:**  
**(Oct. 3-7)**

**TOPICS**

Letters  
Sentence Structure and Style  
Style in Writing

**READINGS**

Chapter 5, *Essentials of Business Communication*  
Chapter 12, Sentence Structure and Style, pp. 461-467, *Checkmate*  
Appendix D, Style in Writing, pp. 465-473, *Essentials of Business Communication*

**ASSIGNMENTS**

Writing Improvement Exercises, pp. 148-149, *Essentials of Business Communication*

Grammar/Mechanics Review—5 & Grammar/Mechanics Challenge 5, pp.157-158, *Essentials of Business Communication*

Writing Improvement Exercises, pp. 471-473, *Essentials of Business Communication*

**Assignment #2: One of the following: 5.5, Information Request: Culture Vultures Seeking Adventure , p. 151; 5.6, Information Request: Meeting in Haines Junction at the Dalton Trail Lodge, p. 152; or 5.8, Information Request: Backpacking Cuisine, pp. 152-153 (Guffey and Almonte textbook)**

**Due Date: Fri., Oct. 14 (BUS 100A & B)**

**WEEK 6:  
(Oct. 11-14)**

**TOPICS**

**Thanksgiving Holiday (Mon., Oct. 10), No classes**

Persuasive Messages

English Language Learners

**Library Orientation Activity (In-Class Mark)**

**READINGS**

Chapter 6, *Essentials of Business Communication*

Chapter 15, English Language Learners, pp. 519-559, *Checkmate*

**ASSIGNMENTS**

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

Writing Improvement Exercises, pp. 177-178, *Essentials of Business Communication*

Grammar/Mechanics Review—6 & Grammar/Mechanics Challenge 6, pp. 184-185, *Essentials of Business Communication*

**WEEK 7:  
(Oct. 17-21)**

**TOPICS**

Negative Messages

Research Papers

**READINGS**

Chapter 7, *Essentials of Business Communication*

Chapter 3, Research Papers, pp. 91-141, *Checkmate*

**ASSIGNMENTS**

Writing Improvement Exercises, pp. 210-211

Grammar/Mechanics Review—7 & Grammar/Mechanics Challenge 7, pp. 217-218, *Essentials of Business Communication*

**Study for Mid-Term Examination: Week 8.**



**WEEK 8:**  
(Oct. 24-28)

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

**TOPICS**

Informal Reports

**READINGS**

Chapter 8, *Essentials of Business Communication*

**ASSIGNMENTS**

Grammar/Mechanics Review—8 & Grammar/Mechanics Challenge 8,  
pp. 253-254, *Essentials of Business Communication*  
Grammar/Mechanics Review—9, p. 299, *Essentials of Business  
Communication*

**Assignment #3: Short Report, Travel Opportunities: Report  
Comparing Three Destinations for an Employee Incentive Program**  
(Instructions will be distributed in class)

**Due Date: Fri., Nov. 4 (BUS 100A & B)**

**WEEK 9:**  
(Oct. 31-Nov. 4)

**TOPICS**

Communicating in Person: Professionalism, Etiquette, Teamwork, and  
Meetings

**READINGS**

Chapter 10, *Essentials of Business Communication*

**ASSIGNMENTS**

Grammar/Mechanics Review—10 & Grammar/Mechanics Challenge 10,  
pp. 335-336, *Essentials of Business Communication*  
Prepare Business Flyers: Team Presentations (for next week)

**WEEK 10:**  
(Nov. 7-8)

**TOPICS**

**Reading Days, November 9, 10. No classes.**

**Holiday for Remembrance Day, Fri., Nov. 11 (No classes).**

The Job Search, Résumés, and Cover Letters

**READINGS**

Chapter 12, *Essentials of Business Communication*

**ASSIGNMENTS**

Grammar/Mechanics Review—12 & Grammar/Mechanics Challenge 12,  
p. 408, *Essentials of Business Communication*

**Assignment #4: Résumés and Cover Letters**

**Due Date: Fri., Nov. 18 (BUS 100A & B)**

**WEEK 11:  
(Nov. 14-18)**

**TOPICS**

Interviews and Follow-Up

**READINGS**

Chapter 13, *Essentials of Business Communication*

**ASSIGNMENTS**

Writing Improvement Exercises, pp. 434-435, *Essentials of Business  
Communication*

Grammar/Mechanics Review—13 & Grammar/Mechanics Challenge 13,  
pp. 439-440, *Essentials of Business Communication*

**In-Class Mark for Participation in Mock Interviews**

**WEEK 12:  
(Nov. 21-25)**

**TOPICS**

Business Presentations

**READINGS**

Chapter 11, *Essentials of Business Communication*

**ASSIGNMENTS**

Grammar/Mechanics Review—11 & Grammar/Mechanics Challenge 11,  
pp. 369-370, *Essentials of Business Communication*

**Assignment #5: Oral Presentations by Students due in Week 13**

**(Nov. 28-Dec. 2). Students must use PowerPoint.**

**WEEK 13:  
(Nov. 28-Dec. 2)**

**TOPICS**

**Oral Presentations by Students (must include PowerPoint Slides)**

**WEEK 14:  
(Dec. 5-8)**

**TOPICS**

Review for Final Exam

**WEEK 15:  
(Dec. 12-16)**

**FINAL EXAMINATIONS**