BUS 100 A, B, & E, Business Communications

Three Credits, 16 weeks, 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; employment messages; interviewing strategies; and oral presentations. This course provides an opportunity to brush up your writing and oral 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
Cynthia O'Donnell
S113A
Phone number
Work: 780-791-8946
Home: 780-743-0253
cynthia.odonnell@keyano.ca

Office Hours
Monday 2:00 – 2:50
Tuesday 2:00 – 2:50
Wednesday 10:00 – 10:50
Thursday 5:30 – 6:30
Friday 10:00 – 10:50

Hours of Instruction
BUS 100A
Tuesday 3:00 – 4:50
Friday 2:00 – 3:50
BUS 100B
Monday 12:00 – 1:50
Friday 11:00 – 12:50
BUS 100E
Thursday 6:30 – 9:30

Required Resources

*Essentials of Business Communication* (Seventh Canadian Edition)
Mary Ellen Guffy & Richard Almonte
Nelson Education

*Checkmate: A Writing Reference for Canadians* (Third Edition)
Joanne Buckley
Nelson Education
Course Outcomes

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

1. Write and speak clearly, concisely, and logically.
2. Use business technology appropriately, and select and use appropriate software to produce business documents.
3. Prepare the basic memos, letters, e-mails, and short reports as required in everyday business settings.
4. Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence.
5. Be aware of and conform to the requirements for correct punctuation.
6. Collect, analyze, and synthesize information through observation, research, and consultation.
7. Access information from web and library catalogues for research in academic and business settings.
8. Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas.
9. Recommend appropriate strategies to solve business-related situations and cases.
11. Display leadership skills in one-on-one and group settings, and use team building skills (e.g., active listening, encouraging candor, maintaining a cooperative and collaborative environment).
12. Design and execute a professional oral business presentation using PowerPoint.

Evaluation

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Average of In-Class Tests and Activities</td>
<td>10%</td>
</tr>
<tr>
<td>Memo Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Letter or Memo Assignment</td>
<td>10%</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Short Report</td>
<td>10%</td>
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<tr>
<td>Résumé and Letter of Application</td>
<td>10%</td>
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<tr>
<td>Oral Presentation</td>
<td>10%</td>
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<tr>
<td>Online Participation</td>
<td>10%</td>
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<tr>
<td>Final Examination</td>
<td>20%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Alpha Grade</th>
<th>4.0 Scale</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>A+</td>
<td>4.0</td>
<td>&gt; 93.9</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>4.0</td>
<td>87 – 93.9</td>
</tr>
<tr>
<td></td>
<td>A-</td>
<td>3.7</td>
<td>80 – 86.9</td>
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<tr>
<td>Good</td>
<td>B+</td>
<td>3.3</td>
<td>77 – 79.9</td>
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<tr>
<td></td>
<td>B</td>
<td>3.0</td>
<td>74 – 76.9</td>
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<tr>
<td></td>
<td>B-</td>
<td>2.7</td>
<td>70 – 73.9</td>
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<tr>
<td>Satisfactory</td>
<td>C+</td>
<td>2.3</td>
<td>67 – 69.9</td>
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<tr>
<td></td>
<td>C</td>
<td>2.0</td>
<td>64 – 66.9</td>
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<tr>
<td>Progression</td>
<td>C-</td>
<td>1.7</td>
<td>60 – 63.9</td>
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</table>
Performance Requirements

1. **Student Attendance**
   Class attendance is useful for two reasons. First, class attendance maximizes a students’ learning experience. Second, attending class is a good way to keep informed of matters relating 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. Please refer to page 32 of the Credit Calendar.

   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.

2. **Academic Misconduct (page 32 of the Credit Calendar)**
   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

   Penalties for academic offences may range from a verbal reprimand to dismissal from the College, and in certain circumstances may involve legal action.

3. **Accommodation for Students with Disabilities**
   The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Learner Assistance Program Office at 792-5608 to initiate the process for documenting, assessing and implementing your individual accommodation needs. In addition, tutoring services are available at the SKILL Centre (Room 119).

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 and plagiarism. The penalty for such behavior is a 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

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

Please Note:
This course outline may be modified to facilitate unforeseen time constraints. Date and time allotted to each topic is subject to change.
BUS 100
Fall 2012

Course Schedule

WEEK 1:     TOPICS
(Sept. 4-7)
Labour Day Holiday (Sept. 3), No classes.
College-wide orientation (Sept. 4), 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. 445-449), *Essentials of Business Communication*
Grammar Review and all Exercises, pp. 449-507, *Essentials of Business Communication*, (to be completed over the next three weeks)
Digital Scavenger Hunt/Facebook or PowerPoint Presentation (Team Activity)

WEEK 2:     TOPICS
(Sept. 10-14)
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. 48-49, *Essentials of Business Communication*
Grammar/Mechanics Review-2 & Figure 2.6, pp. 51-52, *Essentials of Business Communication*
Assignment #1: Memo of Introduction to Instructor (Instructions will be distributed in class)
Due Date: Thurs., Sept. 20 (BUS 100E); Fri., Sept. 21 (BUS 100A&8)

WEEK 3:     TOPICS
(Sept. 17-21)
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. 75-76, Essentials of Business Communication

WEEK 4: TOPICS
(Sept. 24-28)

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. 413-423, Essentials of Business Communication
Appendix C, pp. 426-435, 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 (Fri., Sept. 28)
Writing Improvement Exercises, pp. 107-108, Essentials of Business Communication
Grammar/Mechanics Review—4 & Document for Revision, pp. 113-114, Essentials of Business Communication
Online Assignment: Web Pages Evaluation

WEEK 5: TOPICS
(Oct. 1-5)

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. 436-444, Essentials of Business Communication
ASSIGNMENTS

Writing Improvement Exercises, pp. 134-135, Essentials of Business Communication
Grammar/Mechanics Review—5 & Document for Revision, pp.143-144, Essentials of Business Communication
Writing Improvement Exercises, pp. 442-444, Essentials of Business Communication
Assignment #2: One of the following: 5.4, Information Request: Culture Vultures Seeking Adventure, p. 137; 5.5, Information Request: Meeting in Haines Junction at the Dalton Trail Lodge, p. 137; or 5.7, Information Request: Backpacking Cuisine (Guffey and Almonte textbook)
Due Date: Thurs., Oct. 18 (BUS 100E); Fri., Oct. 19 (BUS 100A&B)

WEEK 6:  
(Oct. 8-12)

TOPICS

Thanksgiving Day Holiday (Oct. 8), No classes
Persuasive Messages
English Language Learners

READINGS

Chapter 6, Essentials of Business Communication
Chapter 15, English Language Learners, pp. 519-559, Checkmate

ASSIGNMENTS

Grammar Post-Test (Thurs., Oct. 11 (BUS 100E); Fri., Oct. 12 (BUS 100A&B)
Writing Improvement Exercises, p. 162, Essentials of Business Communication

WEEK 7:  
(Oct. 15-19)

TOPICS

Negative Messages
Research Papers
Library Orientation Activity (In-Class Mark)

READINGS

Chapter 7, Essentials of Business Communication
Chapter 3, Research Papers, pp. 91-141, Checkmate

ASSIGNMENTS

Study for Mid-Term Examination: Thurs., Oct. 25 (BUS 100E); Fri., Oct. 26 (BUS 100A&B)
WEEK 8: (Oct. 22-26)

MID-TERM EXAMINATION—1 to 1 1/2 HRS.
Date: Thurs., Oct. 25 (BUS 100E); Fri., Oct. 26(BUS 100A&B)

TOPICS
Informal Reports

READINGS
Chapter 8, Essentials of Business Communication

ASSIGNMENTS
Grammar/Mechanics Review—9, pp. 269-270, 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: Thurs., Nov. 1 (BUS 100E); Fri., Nov. 2 (BUS 100A&B)

WEEK 9: (Oct. 29-Nov. 2)

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

READINGS
Chapter 10, Essentials of Business Communication

ASSIGNMENTS
Prepare Business Flyers: Team Presentations (for next week)

WEEK 10: (Nov. 5-9)

TOPICS
The Job Search, Résumés, and Cover Letters

READINGS
Chapter 12, Essentials of Business Communication
ASSIGNMENTS

Assignment #4: Résumés and Cover Letters
Due Date: Thurs., Nov. 15 (BUS 100E); Fri., Nov. 16 (BUS 100A&B)

WEEK 11: (Nov. 12-16)

TOPICS

Holiday for Remembrance Day, Nov. 12 (No classes)
Interviews and Follow-Up

READINGS

Chapter 13, Essentials of Business Communication

ASSIGNMENTS

Writing Improvement Exercises, p. 405, Essentials of Business Communication
In-Class Mark for Participation in Mock Interviews

WEEK 12: (Nov. 19-23)

TOPICS

Business Presentations

READINGS

Chapter 11, Essentials of Business Communication

ASSIGNMENTS

Assignment #5: Oral Presentations by Students due in Week 13 (Nov. 26-30). Students must use PowerPoint.

WEEK 13: (Nov. 26-30)

TOPICS

Oral Presentations by Students (must include PowerPoint Slides)

WEEK 14: (Dec. 3-7)

TOPICS

Review for Final Exam
WEEK 15: FINAL EXAMINATIONS  
(Dec. 10-19)

Important Dates to Remember

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Sept. 3</td>
<td>Labour Day, College closed.</td>
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<tr>
<td>Sept. 4</td>
<td>Orientation Day.</td>
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<tr>
<td>Sept. 5</td>
<td>Fall semester begins for academic programs.</td>
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<tr>
<td>Sept. 11</td>
<td>Last day to add courses for academic programs. Fall semester fees due.</td>
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<tr>
<td>Sept. 18</td>
<td>Last day to drop courses for academic programs. Last day to waive KCSA Health &amp; Dental Plan.</td>
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<tr>
<td>Sept. 21</td>
<td>Fall Awards Application deadline.</td>
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<tr>
<td>Sept. 28</td>
<td>Deadline to apply for Co-operative Education for first term.</td>
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<tr>
<td>Oct. 8</td>
<td>Thanksgiving Day, College closed.</td>
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<tr>
<td>Oct. 12</td>
<td>Last day to withdraw from course(s) with 50% refund of application fees.</td>
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<tr>
<td>Oct. 26</td>
<td>Last day to withdraw from course(s) without academic penalty.</td>
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<tr>
<td>Oct. 31</td>
<td>Last day to withdraw from Co-operative Education for first term.</td>
</tr>
<tr>
<td>Nov. 12</td>
<td>Holiday in place of Remembrance Day, No classes.</td>
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<tr>
<td>Nov. 27</td>
<td>Fall Awards Celebration.</td>
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<tr>
<td>Dec. 7</td>
<td>Last day of classes for students in Certificate, Diploma, and University Programs.</td>
</tr>
<tr>
<td>Dec. 10-19</td>
<td>FINAL EXAM PERIOD.</td>
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Authorization
This course outline has been reviewed and approved by the Program Chair.

________________________________________________________________________
Cynthia O’Donnell, Instructor

________________________________________________________________________
Gina Langager, Chair                  Date Authorized

________________________________________________________________________
Guy Harmer, Dean                      Date Authorized

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