BUS 100E Business Communications
3 credits, 14 weeks, 3 hours

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.

Instructor
Kailey Armstrong
kailey.armstrong@keyano.ca

Office Hours
Appointments available upon request.

Hours of Instruction
Monday: 6:30 – 9:30 PM
Room: S107

Required Resources
Essentials of Business Communication (Seventh Canadian Edition)
Mary Ellen Guffy & Richard Almonte
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

Final course marks will be based on the following assessments:

Assignment 1: Communication Tools for the Workplace 10%
Assignment 2: Formal Report 15%
Assignment 3: Business Presentation 15%
Assignment 4: Communicating for Employment 10%
Test: Grammar and Mechanics 15%
Online Class Activities 5%
In Class Participation/Activities 10%
Final Examination 20%

100%

A grade of C- is required for progression. The minimum standard for passing this course is a grade of D (50%).

Course Schedule

<table>
<thead>
<tr>
<th>Class Date</th>
<th>Reading Required</th>
<th>Grammar/Mechanics Homework</th>
<th>Assessment Due</th>
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<tbody>
<tr>
<td>January 6</td>
<td>Chapter 1</td>
<td>GMR - 1 &amp; GMC - 1</td>
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<tr>
<td>January 13</td>
<td>Chapter 2 &amp; 3</td>
<td>GMR - 2/3 &amp; GMC - 2/3</td>
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<tr>
<td>January 20</td>
<td>Chapter 4 &amp; 5</td>
<td>GMR - 4/5 &amp; GMC - 4/5</td>
<td>Assignment 1</td>
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<tr>
<td>January 27</td>
<td>Chapter 6 &amp; 7</td>
<td>GMR - 6/7 &amp; GMC - 6/7</td>
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<td>February 3</td>
<td>Communication in</td>
<td>Virtual Teams Article</td>
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<tr>
<td>February 10</td>
<td>Chapter 9</td>
<td>GMR - 9 &amp; GMC - 9</td>
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<td>February 17</td>
<td>Stat Holiday</td>
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<tr>
<td>February 24</td>
<td>Reading Week</td>
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<tr>
<td>March 3</td>
<td>Test: Grammar &amp; Mechanics</td>
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<tr>
<td>March 10</td>
<td>Chapter 8</td>
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<td>Assignment 2</td>
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<td>March 17</td>
<td>Chapter 11</td>
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<td>March 24</td>
<td>Assignment 3: Business Presentations</td>
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<td>March 31</td>
<td>Chapter 10</td>
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<td>April 7</td>
<td>Chapter 12</td>
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<td>Assignment 4</td>
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<tr>
<td>April 14</td>
<td>Chapter 13</td>
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<td>April 21</td>
<td>Stat Holiday</td>
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<td>April 28</td>
<td>Final Exam (Chapters 1-13 Inclusive)</td>
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Performance Requirements

CLASS POLICIES:

1. Student Attendance

Class attendance is very important. It not only maximizes a students’ learning experience but 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, students are responsible for their 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 and ensuring that they are prepared for the next class, including the completion of any due assignments or preparation for an upcoming exam. Additionally, students must be present in class to obtain participation marks for that particular date.

2. Late/Incomplete Assignments

All assignments are to be submitted at the beginning of the class in which they are due. Any incomplete or late assignments will result in a zero unless a doctor’s note is provided. Other reasonable explanations for late assignments will be considered at the instructor’s discretion. In approved cases, the missed assignment will be added to the weighting of the final exam or the assignment is submitted on a later date determined by the instructor. Unless otherwise indicated, all assignments are to be submitted electronically via email to kalley.armstrong@keyano.ca

3. 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:

   a. Plagiarism or the submission of another person’s work as one’s own
   b. The use of unauthorized aids in assignments or examinations (cheating)
   c. Collusion or the unauthorized collaboration with others in preparing work
   d. The deliberate misrepresentation of qualifications
   e. The willful distortion of results or data
   f. Substitution in an examination by another person
   g. Submitting the same material for credit in two courses, without permission from the instructor(s).

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

4. 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)
Authorization
This course outline has been reviewed and approved by the Program Chair.

[Signature]
Kailey Armstrong, Instructor

Gina Langager, Chair  Date Authorized

Guy Harmer, Dean  Date Authorized

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