

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
ISBN: 13: 978-0-17-650357-4

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.
10. Participate effectively in multi-functional teams.

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	<u>20%</u>
	100%

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

Course Schedule

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

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 kailey.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.


Kailey Armstrong, Instructor

Gina Langager, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office