

BUS 100 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

Jose Areekadan
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Office Hours

Monday, 5 - 5:50 PM
Tuesday, 5 - 5:50 PM
Wednesday, 2 – 2:50 PM and 5 - 5:50 PM
Thursday, 5 - 5:50 PM

Hours of Instruction

Thursday, 6:30 – 9:30 PM

Required Resources***Essentials of Business Communication (Seventh 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. 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

Average of In-Class Tests and Activities	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 Participation	10%
Final Examination	<u>20%</u>
TOTAL	100%

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
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
Min Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

Please Note:

Date and time allotted to each topic is subject to change. 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.

Performance Requirements**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

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

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.

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).

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 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 behaviour is a zero on the assignment and no opportunity to resubmit the assignment.

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 Midterm 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 below.

Please Note:

This course outline may be modified to facilitate unforeseen time constraints. Date and time allotted to each topic is subject to change.

Course Schedule

		ASSIGNMENTS
Week 1 – Jan 4	<p>TOPICS: Career Success Begins with Communication Skills; Common Sentence Errors</p> <p>READINGS: Chapter 1, <i>Essentials of Business Communication</i> Chapter 10, pp. 333-400, <i>Checkmate</i> (Common Sentence Errors)</p>	<p>Diagnostic Test of English Skills (pp. 445-449), <i>Essentials of Business Communication</i> Grammar/Mechanics Review—1 & Document for Revision, pp. 27-28, <i>Essentials of Business Communication</i> Grammar Review and all Exercises, pp. 449-507, <i>Essentials of Business Communication</i>, (to be completed over the next three weeks)</p> <p>Digital Scavenger Hunt/Facebook or PowerPoint Presentation (Team Activity)</p>
Week 2 – Jan 11	<p>TOPICS: Before You Write Usage and Glossary of Usage</p> <p>READINGS: Chapters 2, <i>Essentials of Business Communication</i> Chapter 13, <i>Checkmate</i>, pp. 469-489 (Usage) pp. 561-580, <i>Checkmate</i> (Glossary of Usage)</p>	<p>Diagnostic Test A Writing Improvement Exercises, pp. 48-49, <i>Essentials of Business Communication</i> Grammar/Mechanics Review-2 & Figure 2.6, pp. 51-52, <i>Essentials of Business Communication</i></p> <p>Assignment #1: Memo of Introduction to Instructor (Instructions will be distributed in class)</p>
Week 3 – Jan 18	<p>TOPICS: Writing and Revising; Grammar, Punctuation, Mechanics and Spelling</p> <p>READINGS: Chapters 3, <i>Essentials of Business Communication</i> Chapter 9, Grammar, pp. 305-331, <i>Checkmate</i> Chapter 11, Punctuation, pp. 401-439, <i>Checkmate</i> Chapter 14, Mechanics and Spelling, pp. 491-517, <i>Checkmate</i></p>	<p>Writing Improvement Exercises, Chapter 3, pp. 75-76, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—3 & Document for Review, pp. 78-79, <i>Essentials of Business Communication</i></p>
Week 4 – Jan 25	<p>TOPICS: E-Mails, Instant Messages and Memos; A Guide to Document Formats; Documentation Formats and Overview</p> <p>READINGS: Chapter 4, <i>Essentials of Business Communication</i> Appendix A, pp. 413-423, <i>Essentials of Business Communication</i> Appendix C, pp. 426-435, <i>Essentials of Business Communication</i> Chapter 4, Academic Integrity and Documentation Overview, pp. 143-156, <i>Checkmate</i> Chapter 6, APA Style of Documentation, pp. 211-256, <i>Checkmate</i></p>	<p>Diagnostic Test B (Fri., Sept. 28) Writing Improvement Exercises, pp. 107-108, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—4 & Document for Revision, pp. 113-114, <i>Essentials of Business Communication</i></p> <p>Online Assignment: Web Pages Evaluation</p>
Week 5 – Feb 1	<p>TOPICS: Letters; Sentence Structure and Style; Style in Writing</p> <p>READINGS: Chapter 5, <i>Essentials of Business Communication</i> Chapter 12, Sentence Structure and Style, pp. 461-467, <i>Checkmate</i> Appendix D, Style in Writing, pp. 436-444, <i>Essentials of Business</i></p>	<p>Writing Improvement Exercises, pp. 134-135, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—5 & Document for Revision, pp.143-144, <i>Essentials of Business Communication</i> Writing Improvement Exercises, pp. 442-444, <i>Essentials of Business Communication</i></p> <p>Assignment #2: One of the following: 5.4,</p>

	<i>Communication</i>	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)
Week 6 – Feb 8	TOPICS: Persuasive Messages; English Language Learners READINGS: Chapter 6, <i>Essentials of Business Communication</i> Chapter 15, English Language Learners, pp. 519-559, <i>Checkmate</i>	Grammar Post-Test Writing Improvement Exercises, p. 162, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—6 & Document for Revision, pp. 169-170, <i>Essentials of Business Communication</i>
Week 7 – Feb 19	TOPICS: Negative Messages; Research Papers; Library Orientation Activity (In-Class Mark) READINGS: Chapter 7, <i>Essentials of Business Communication</i> Chapter 3, Research Papers, pp. 91-141, <i>Checkmate</i>	Grammar/Mechanics Review—7 & Document for Revision, pp. 195-196, <i>Essentials of Business Communication</i> Study for Mid-Term Examination
Week 8 – Feb 22	Reading Week: No Classes	
Week 9 – Mar 1	TOPICS: Informal Reports READINGS: Chapter 8, <i>Essentials of Business Communication</i>	MID-TERM EXAMINATION—1 to 1.5 HRS. Grammar/Mechanics Review—8 & Document for Revision, pp. 226-227, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—9, pp. 269-270, <i>Essentials of Business Communication</i> Assignment #3: Short Report, Travel Opportunities: Report Comparing Three Destinations for an Employee Incentive Program (Instructions will be distributed in class)
Week 10 – Mar 8	TOPICS: Communicating in Person: Professionalism, Etiquette, Teamwork, and Meetings READINGS: Chapter 10, <i>Essentials of Business Communication</i>	Grammar/Mechanics Review—10 & Document for Revision, pp. 304-305, <i>Essentials of Business Communication</i> Prepare Business Flyers: Team Presentations (for next week)
Week 11 – Mar 15	TOPICS: The Job Search, Résumés, and Cover Letters READINGS: Chapter 12, <i>Essentials of Business Communication</i>	Grammar/Mechanics Review—12 & Document for Revision, pp. 380-381, <i>Essentials of Business Communication</i> Assignment #4: Résumés and Cover Letters
Week 12 – Mar 22	TOPICS: Interviews and Follow-Up READINGS: Chapter 13, <i>Essentials of Business Communication</i>	Writing Improvement Exercises, p. 405, <i>Essentials of Business Communication</i> Grammar/Mechanics Review—13 & Document for Revision, pp. 409-410, <i>Essentials of Business Communication</i> In-Class Mark for Participation in Mock Interviews
Week 13 – Mar 29	TOPICS: Business Presentations READINGS: Chapter 11, <i>Essentials of Business Communication</i>	Grammar/Mechanics Review—11 & Document for Revision, pp. 337-338, <i>Essentials of Business Communication</i> Assignment #5: Oral Presentations. Students must use PowerPoint.
Week 14 –	TOPICS: Oral Presentations by	

<i>Apr 5</i>	Students (must include PowerPoint Slides)	
<i>Week 15 – Apr 12</i>	TOPICS: Review for Final Exam	
<i>Week 16 – Apr 19</i>	FINAL EXAMINATION	

Authorization

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

Jose Areekadan, Instructor

Date Authorized

Gina Langager, Chair

Date Authorized

Guy Harmer, Dean

Date Authorized

Signed copies to be delivered to:

Instructor

Registrar's Office