

ABEN 103INT – Communications

4 Credits, 65 hours

Development of effective writing and reading skills with progression to oral and written communication including listening skills, presentations, giving and receiving feedback, business writing including letters, memos and reports.

Prerequisite: ABEN 100 or consent of the Program Chair

Instructor

Tami Kane
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Office Hours

Office hours are flexible. Contact your instructor to book an online or a telephone meeting.

Required Resources

Textbook title: Guffey, M., Loewy, D. & Almonte, R. (2019). *Essentials of Business Communication* 9th Edition. Nelson. ISBN-13: 978-0-17-672124-4

Other supplies: Computer with internet connection, headset with microphone.

Course Outcomes

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

- Apply communication process models to effectively and ethically communicate as a professional with various target audiences.
- Demonstrate effective communication using selected media.
- Communicate information in a manner appropriate to the content and audience.
- Engage in the three steps of the writing process (planning, writing, and completing) for all business messages
- Write effective short business messages (e.g. letters, memos, e-mails) in an appropriate business format.
- Write a proposal and short business report in an appropriate business format.
- Prepare and deliver a professional oral presentation.
- Apply English grammar rules to oral and written communication.

Evaluation

	Title	Value
Assignment #1	Ethnical Communication	20%
Assignment #2	Mission & Vision Statements	10%
Assignment #3	Persuasive Letter to Investor	20%
Assignment #4	Business Plan - Draft #2 & Oral Business Presentation	30%
Grammar Post-Test		5%
Online activities & discussion forums		15%
	<i>Course Total</i>	100%

Assignments

Assignments are to be submitted electronically at the end of each posted week.

Late Policy

Each student is eligible for **one** 48 hour extension per course.

The minimum pre-requisite for progression is 1.7 (refer to following Grading System)

Grading System

Descriptor	4.0 Scale	Percent
Excellent	4.0	96 – 100
	4.0	90 – 95
	3.7	85 – 89
Good	3.3	81 – 84
	3.0	77 – 80
	2.7	73 – 76
Satisfactory	2.3	69 – 72
	2.0	65 – 68
	Minimum Prerequisite	1.7
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

Proposed Schedule of Topics

Week	Module	Assignment
Sept. 30-Oct. 6	Business Communications Foundations	Assignment 1 (20%) Ethical Communication Grammar Post-Test (5%)
Oct. 7 - 13	The Three Step Writing Process	Assignment 2 (10%) Mission & Vision Statements
Oct. 14 - 20	Brief Business Correspondence	Assignment 3 (20%) Persuasive Letter to Investor
Oct. 21 – 27	Longer Business Messages	Assignment 4 (30%) Business Plan Draft #2 with Oral Presentation

Student Attendance

This online course does not have scheduled classes, but students are expected to participate in weekly web meetings. Each web meeting will provide an introduction to the module, an assigned reading, and an assignment overview. It is recommended that you set up a weekly schedule of 15-20 hours to successfully complete this course.

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.

Laboratory Safety

In the science laboratories, safety is important and therefore students must complete the *WHMIS for Students* online training course on Moodle before entering the science laboratories.

Students must comply with the mandatory laboratory safety rules for this course as provided in the laboratory manual. Failure to do so will result in progressive discipline such as a verbal warning, refused entry into the laboratory, or suspension from the College.

Before entering the lab, students are responsible for reviewing the lab manual and relevant Safety Data Sheets for the purpose of evaluating risks associated to health. Some hazards used in the laboratory may have additional risks to those with pre-existing medical conditions.

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. 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

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre, Wellness Services and Student Life Department work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934.

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 8:30 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

Student Life Department (CC210) is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.