

BUS 107, Business Communications 1

3 credits/Two 1.5 hours lecture

An introduction to the new world of communication builds skills in *five* specific areas: choosing effective communication channel; critical thinking through verbal and written message; business writing; research strategies and material usage; and presentation and job search strategies. Explores writing of basic business documents and utilizing information data bases, citation, and referencing of materials. Includes preparing of market standard resume and cover letter, and for job interviews.

Instructor

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Hours of Instruction

Tuesday 3:30 pm – 5:00 pm
Thursday 3:30 pm – 5:00 pm

Office Hours

Monday/Wednesday: 3:00pm – 4:00pm
Tuesday/Thursday/Friday: 12:00pm – 1:00pm

Required Resources

Guffey, M., Loewy, D., & Almonte, R. (2019). *Essentials of business communication (10th ed.)*. Nelson Education Limited. Print ISBN: 176874844; e-text ISBN: 9780176874872, 0176874879.

Course Outcomes

Upon successful completion of this course, the student shall be able to:

1. Apply appropriate communication means, methods, and critical thinking as required in everyday business settings. The following concepts, skills, and issues are used to support this Outcome:
 - a. Assess the communication process to express and interpret verbal and written message clearly.
 - b. Determine an effective channel and strategy for an intended message using knowledge of audience's needs.
 - c. Apply Indigenous ways of knowing and communicating.
 - d. Review written message highlighting the main ideas and salient supporting details.
 - e. Debate verbal and written arguments for logical validity and common errors using key strategies of argument (i.e., deductive reasoning, inductive reasoning, and logos, ethos, and pathos).

2. Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence. The following concepts, skills, and issues are used to support this Outcome:
 - a. Identify common writing mechanics and style errors within a previously written document.
 - b. Prepare business documents to meet North American standards of grammar, punctuation, and usage.
 - c. Apply "Plain English" principles to business documents to achieve clarity and concision.

3. Compose professional business documents, with or without writing software. The following concepts, skills, and issues are used to support this Outcome:
 - a. Create written sentences that are logically organized in paragraphs using clear introductions, body, and conclusions.
 - b. Prepare professional business memos, letters and emails using Microsoft Office Suite to reflect standards of professionalism.
 - c. Modify business documents manually (without software) to meet professional writing and formatting standards.
 - d. Reconstruct business documents using software to meet professional writing and formatting standards.

4. Retrieve information from web and library catalogues in academic and business settings. The following concepts, skills, and issues are used to support this Outcome:
 - a. Select appropriate search and meta-search engines, directory, and online databases for retrieving information.
 - b. Apply effective search tools to retrieve relevant data.
 - c. Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.

- d. Explain the relevance of using peer-reviewed scholarly sources located in library databases.
5. Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts, skills, and issues are used to support this Outcome:
 - a. Examine how proper referencing can prevent plagiarism in academic and business settings.
 - b. Apply APA documentation to construct in-text citations and reference pages in a business document.
 - c. Utilize lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
6. Present oneself professionally in writing and verbally in job search settings. The following concepts, skills, and issues are used to support this Outcome:
 - a. Apply basic techniques to effectively organize content and present verbally for business purposes.
 - b. Utilize software to make effective visual aids to support verbal presentations.
 - c. Prepare a visually attractive resume matching job requirements and job-related skills in a targeted company.
 - d. Compose an effective cover letter that targets a particular company and job.
 - e. Model effective presentation techniques by participating in mock on-line and in-person job interviews.

Evaluation

Your grade in this course will be derived as follows:

Assessment	Course outcome alignment	Weight
Course Activities	Includes: Discussion forums; Chapter summaries, Quizzes, Document revisions; and Evaluation of sources (CLO 1,2,3,4,5, 6)	25%
Assessment 3 Town hall debate	CLO 1,6	10%
Writing Assignments (memo, letter & email)	CLO 1,2,3	10%
Mid-term exam	CLO 1,2,3	10%
Research Paper	CLO 1,2,3,4,5	20%
Professional aspects (resume, cover letter, mock interview & oral presentation)	CLO 1,2,3,4,5,6	10%
Final exam	CLO 3,4,5,6	15%
TOTAL		100%

The minimum standard for passing this course is a grade of D (50%).

Notes on Course Evaluation

Examinations: The examinations will consist of a mixture of definitions, differentiation of terms, multiple choice and true/false questions, and short and long answer essay questions. The mid-term is tentatively scheduled for **week 8. The final exam schedule will be posted later in the semester.**

Teaching and Learning Methodologies

This class appeals to the various learning styles by including lectures, PowerPoints, text-based modules, Moodle discussions/forums, videos, group problem-solving exercises and peer-to-peer evaluations. Participation in discussions/forums (including Ungraded ones) is a required component of the course.

Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
	A+	4.0	> 93.9
Excellent	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

Proposed Schedule

See the class schedule, topics, and readings as attached.

Please Note:

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

CLASS SCHEDULE

WEEK #/DATE	TOPIC & week’s assessments with due dates	READINGS
Week 1 Sept. 1 & 6	<p>Orientation</p> <p>Communication in the digital age: the changing landscape and your role as an effective communicator.</p> <p>Assessments: Suggested Due Dates</p> <p>1. Assessment 1 Discussion Forum 1 Email jargon and abbreviations: Due: September 6, 2022</p> <p>Assessment 2 Summary 1, chapter of coursebook: Due: September 13, 2022</p>	<p>Chapter 1, <i>Essentials of Business Communication</i> (10th ed.)</p> <p>Chapter 2, <i>Essentials of Business Communication</i> (10th ed.)</p>

WEEK #/DATE	TOPIC & week’s assessments with due dates	READINGS
<p>Week 2 Sept. 8 & 13</p>	<p>Intercultural communication in business: context matters.</p>	<p>Chapter 2, <i>Professional communications. A common approach to work-place writing. Analyzing your audience & Selecting appropriate channels, pp. 45-67.</i></p> <p>Chapter 10, <i>Professional communications. A common approach to work-place writing. 10.4: Intercultural Communication, pp. 510-519.</i></p>
<p>Week 3 Sept. 15 & 20</p>	<p>Critical thinking in business messages.</p>	<p>What is critical thinking?</p> <p>Chapter 1, <i>Introduction to logic and critical thinking - Constructing and analyzing arguments,</i></p> <p>Chapter 4, <i>Introduction to logic and critical thinking - Informal fallacies.</i></p> <p><i>Aristotelian framing: logos, ethos, pathos, and the use of evidence in policy frames.</i></p>
<p>Week 4 Sept. 22 & 27</p>	<p>Common grammar, punctuation and mechanics errors and misspelling of confusing words.</p> <p>Assessments: Suggested Due Dates</p> <ol style="list-style-type: none"> Assessment 3 Town hall debate – Due: October 11, 2022 Assessment 4 Quiz 1, Grammar, punctuation, and spelling – Due: October 4, 2022 <p>Assessment 5 Quiz 2 Grammar. punctuation and spelling – Due: October 4, 2022</p>	<p><i>Technical writing essentials, introduction to professional communications in the technical fields.</i></p> <p>Appendix E: Sentence structure, pp. 255-258; Appendix F: Punctuations, pp. 259-267.</p> <p>Grammar/Mechanics Handbook, pp. 430-483, <i>Essentials of business communication (10th ed.)</i>.</p> <p>Chapter 2, <i>Writing for success 1st Canadian edition.</i></p>
<p>Week 5 Sept. 29 & Oct. 4</p>	<p>Drafting in Plain language and well-organized messages.</p> <p>Assessments: Suggested Due Dates</p> <ol style="list-style-type: none"> Assessment 6a & 6b Document revision 1 plain language: Due: October 11, 2022 	<p>Chapter 3, <i>Essentials of business communication (10th ed.)</i>.</p>

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
	Assessment 7 Summary 2. Chapter in course book: Due: February 13, 2022	
Week 6 Oct. 6 & 11	Revising and editing business documents without and with a software. Assessments: Suggested Due Dates 1. Assessment 8 Document revision 2 without software: (without software): Due: October 18, 2022 Assessment 9 Document revision 3 WITH software: Due: October 18, 2022	Chapter 4, <i>Essentials of business communication (10th ed.)</i>
Week 7 Oct. 13 & 18	Creating business memos, letters, and emails. Assessments: Suggested Due Dates 1. Assessment 10 Memo from course book chapter: October 20, 2022 Assessment 11a and 11b Letter and email: Due: October 20, 2022	Chapter 5, <i>Essentials of business communication (10th ed.)</i> . Chapter 7, <i>Essentials of business communication (10th ed.)</i> .
Week 8 Oct. 20 & 25	Retrieving information from library, the web, and databases for business purposes. Assessments: Suggested Due Dates 1. Assessment 12 MID-TERM EXAM: Due: Oct 20, 2022 Assessment 13 Quiz 3 Searching engines, and online data base to retrieve information: Due: October 25, 2022	1. Information literacy for higher education Turn questions into keywords-information search strategies
Week 9 Oct. 27 & Nov. 1	Evaluating on-line sources, APA citation, referencing and plagiarism. & APA citation - quoting, paraphrasing, and summarizing. Assessments: Suggested Due Dates 1. Assessment 14 Discussion forum 2 Evaluation of online sources: Due: October 27, 2022 Assessment 16 Research paper, Outline of research paper Due: November 7, 2022	Chapter 3, <i>Professional communications: A common approach to work-place writing.</i> - The writing process II: Researching. Chapter 9, <i>Writing for success 1st Canadian edition</i> - Citations and Referencing, pp. 222 - 256.
Week 10 Nov. 3 & 8	Preparing and delivering oral business presentation, and job search.	Chapter 11, <i>Essentials of business communication (10th ed.)</i> .

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
	<p>Assessments: Suggested Due Dates:</p> <ol style="list-style-type: none"> Assessment 15 Quiz 4. APA. citation, reference, plagiarism: Due: November 14, 2022 <p>Students work on research paper due following week.</p>	Chapter 9, <i>Professional communications: A common approach to work-place writing.</i> pp. 425 – 434.
Week 11 Nov. 15 & 17	<p>Preparing a market-standard resume and cover letter.</p> <p>Assessments: Suggested Due Dates</p> <p>Assessment 16 Research paper – Due: November 23, 2022</p>	Chapter 12, <i>Essentials of business communication (10th ed.)</i>
Week 12 Nov. 22 & 24	<p>Preparing for an interview, interviewing and interview follow-up.</p> <p>Assessments: Suggested Due Dates</p> <p>Assessment 17 Resume and cover letter: Due: Nov 27, 2022</p>	Chapter 13, <i>Essentials of business communication (10th ed.)</i>
Week 13 Nov. 29 & Dec. 1	<p>Peer-to-peer mock interviews and business presentation.</p> <p>Assessments: Suggested Due Dates</p> <ol style="list-style-type: none"> Assessment 18 Oral presentation and mock job interview <p>Dates: Dec 1, 2022</p>	

Performance Requirements and Student Services

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](#). The Keyano College credit calendar also has

information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

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 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; and
- 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 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 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 may not be graded until you show this signed certificate.

Specialized Supports

The Student Services Department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented through a model to respond to the restrictions in force at the time. In-person and virtual services will be offered. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The College is closed for statutory holidays. If you require support outside of regular business hours, please inform the support service team, and we will do our best to accommodate your needs.

Accessibility Services: provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility supports and to book an appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Wellness Services: 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. Students may access services virtually and in-person.

Wellness Services welcomes students to participate in any of the group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research and information supports as they engage in their studies. Library staff are available to support you both online and in-person throughout the semester. For a detailed list of library supports and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or chat with us online.

Begin your research with the [Library's FIND page](#). Search for information and sources for your assignments using the OneSearch, the Library's Catalogue, or by searching in a specific database selected from the [A-Z Database List](#).

Individual support with us is available. For support with citations, research and other information needs, appointments can be booked using the online [Book A Librarian Calendar](#). For support with Moodle, educational tools for assignments, Microsoft Office, Zoom, Teams and more, book an appointment using the online [Educational Technology Support Calendar](#).

Research and subject guides are helpful resources when beginning your research, assignment, using new educational technology, or addressing other information needs. To view a subject or course-specific guide, check out the complete listing of online [Subject Guides](#).

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the [Research Help Library page](#).

The Loanable Technology collection is available to support students in their learning pursuits, whether online, in person or both. Items available for borrowing include mobile projectors, webcams, noise-cancelling headphones, Chromebooks, and laptops. For an up-to-date list of technology available for borrowing as well as support available, go to the Library's [Loanable Technology webpage](#).

Academic Success Centre: The Academic Success Centre is a learning space in the Clearwater Campus (CC-119) at Keyano College. Students can gather to share ideas, collaborate on projects, get new perspectives on learning from our Academic Content Specialists, or use the Centre's educational resources. The Academic Success Centre provides academic support services to students registered in credit programs at Keyano College in the form of individual tutoring, writing support groups, facilitated study groups, workshops, and study space. Services are **free** to Keyano students.

Academic Content Specialists are available in the areas of Math, Science, Human Services, and English/Humanities. This covers all courses offered at Keyano. The Academic Success Coach can also be found in the Academic Success Centre.

For the most up to date information on how to book a session, please view [the Keyano Academic Success Centre homepage](#).

Academic Integrity: The goal of the Academic Success Centre is to foster a student's ability to learn effectively and independently. Students registered at Keyano College are welcome to drop by the Centre to visit with any of our Academic Content Specialists to discuss their academic concerns.

Availability: Monday to Friday: 8:30 a.m. – 4:30 p.m. Flexible times may be available upon request. Virtual and in-person sessions, please email to get in contact with our Academic Content Specialists. For the most up to date information on how to book a session, please view the [Academic Success Centre homepage](#).

Academic Success Coach: offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during blended service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

E-Learning

Technology and internet will impact your online learning experience. It's important that you can watch an online video and other course materials, take online quizzes and participate in a live class with your instructor and other students. Live/virtual classes will be hosted in Microsoft Teams or Zoom.

For all course delivery types, you will access your course resources on Keyano's learning management system, **Moodle (iLearn)**. Login in using your [Keyano username and password](#).

Keyano College operates in a Windows based environment, and having the correct tools for online learning is important. Here's a list of recommended system requirements.

Internet Speed

Minimum Internet speeds of 10 Mbps.

Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).

Check your internet speed with Fast.com.

System requirements:

Microsoft Windows	Apple
<p>Minimum Requirements: A Windows 10 computer/laptop</p> <ul style="list-style-type: none"> · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees. · Microphone, webcam, and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software 	<p>Minimum Requirements: A Macintosh (V10.14 and above) computer/laptop</p> <ul style="list-style-type: none"> · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees. · Microphone, webcam, and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software.
<p>Recommended Requirements</p> <ul style="list-style-type: none"> · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free. 	<p>Recommended Requirements</p> <ul style="list-style-type: none"> · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.
<p>Chromebooks are not recommended as they are not compatible with testing lockdown browsers. A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.</p>	

Specific Department Requirements:

Business and OA programs require Windows 10.
 Other programs may utilize Windows based tools as well.

Computer Software

Students will be able to get access to Microsoft Office 365 for free using Keyano credentials by [clicking here](#).

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or course materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus, no student is allowed to share, distribute, publish, or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

ITS Helpdesk

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.