

Business Administration

Fall 2024

BUS 117 E2, Business Communications 2

*3 credits**3 hours lecture***COURSE DESCRIPTION**

A skills-based approach to developing writing, speech, interpersonal skills, and digital media competency for business professionals to succeed in the contemporary organization. Advanced writing, editing, evaluating of reports, and self-assessments to guide self-improvement goals, combined with speech building and presentation using various media tools. Involves the opportunity to build a message for a community organization. Role-playing and group problem-solving develop active listening, conflict management, persuasion, delegating, and other communication and language techniques. Explores digital social networking tools for positive online representation of yourself for overall business success. This course includes a work-integrated learning component.

Pre-requisite: Business Communications I

Instructor

Abena Sey

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Hours of Instruction

Day	Time	Location
Tuesday	6:00 pm - 8:50 pm	SSWC 2323

Office Hours

Before or after lectures by appointment.

Delivery Method(s):

In-person – offered in person (face-to-face) on campus.

Required Resources

De Janasz, S., Dowd, K. & Schneider, B. (2021). *Interpersonal skills in organizations (7th ed.)*. McGraw Hill. ISBN10: 1260681335; ISBN13: 9781260681338. Ebook and hard copy textbook are both available.

Dunphy, B., Stracuzzi A., Smith, J., & Ashman, M. (2019). *Professional communications: A common approach to work-place writing (1st ed.)*. eCampusOntario.

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=68b5d817-406e-4ef7-b8f0542e17c92c1b>

Course Outcomes

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

1. Compose advanced professional business documents with or without writing software. The following concepts, skills, and issues are used to support this Outcome:
 - a. Create professional formal reports, informal reports, and proposal reports.
 - b. Use standard business writing mechanics, grammar, punctuation, and plain language including modifiers and parallelism to improve message effectiveness.
 - c. Develop short formal, informal and proposal reports with sourced information using APA format in-text citation and end of document referencing, and lead-ins, paraphrasing, summaries, and direct quotes in preventing plagiarism.
 - d. Design business documents with Microsoft Office Suite to reflect North American standards of professionalism, “plain language” principles for clarity and conciseness.
 - e. Modify reports manually (without editing software) to meet professional business writing and formatting standards.
 - f. Revise reports using software to meet professional business writing and formatting standards.
2. Develop self-awareness as the starting point for effectiveness as a business professional. The following concepts, skills, and issues are used to support this Outcome:
 - a. Identify the self-assessment tools and their usefulness for business communications.
 - b. Develop a communications self-improvement plan based on a self-assessment of strengths and limitations, considering various cultural contexts (i.e., Indigenous).
3. Demonstrate confidence and coherence with speech (with and without preparation) in front of individuals and groups. The following concepts, skills, and issues are used to support this outcome:
 - a. Apply appropriate strategies for choosing subject, purpose and approach to organizing presentation content.

- b. Compose speech with and without multi-media software (e.g., power point).
 - c. Present prepared speeches (e.g., oral book reviews, demonstration speeches, informative speeches, and persuasive presentations) and impromptu talks in well formulated and articulated format with clear opening, body, and conclusion.
 - d. Provide peers with constructive feedback on speeches.
 - e. Propose strategies to overcome common public speaking anxieties.
4. Apply communication strategies with emphasis on active listening, encouraging candor, and maintaining a cooperative and collaborative team environment. The following concepts, skills, and issues are used to support this Outcome:
- a. Describe communication related qualities for effective business relationships.
 - b. Apply language techniques and tools to be effective at interpersonal matters (i.e., active listening, problem solving, goal setting, time and conflict-management, team building, persuasion and delegating) through role plays and simulations.
 - c. Examine the value of diversity and the communication considerations for building a team in a diverse workplace and community.
5. Complete a service-learning activity with a community organization that applies communication tools and techniques for effectiveness. The following concepts, skills, and issues are used to support this Outcome:
- a. Develop a message (i.e., formal report, informal report, proposal report, document summary) that will be useful for the activities of a community organization.
 - b. Apply presentation techniques by presenting the written message to the community organization and/or your class.
 - c. Demonstrate how clearly communicating goals and time-task expectations improve effectiveness.
6. Apply various digital media and social networking tools in professional business communication and in job search settings. The following concepts, skills, and issues are used to support this Outcome:
- a. Demonstrate online literacy by using social networking tools in a business setting.
 - b. Assess effective digital business tools based on predetermined criteria.
 - c. Apply social networking tools to maximize career networking and job search success.
 - d. Compose a professional and attractive job profile that is uploaded into multi-media platforms (i.e., LinkedIn) to make you visible and marketable.
 - e. Utilize strategies for building media reputation and addressing any issues that affect one's digital business profile.

Evaluation

Your grade in this course will be derived as follows:

Assessment	Course Learning Outcomes (CLO) alignment	Weight
Discussion Forum Participation	CLO 1, 2, 3, 4	10%
Formal Report	CLO 1, 2, 3, 4	15%
Speech	CLO 1, 2	10%
Mid-Term Exam	CLO 1, 2, 3, 4, 5, 6	15%
Service Project	CLO 4, 5	15%
Diversity Presentation	CLO 1, 2, 3, 4	10%
Final exam	CLO 4, 5, 6	25%

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 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 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 attached.

Please Note:

The 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 September 3	Introduction	No Readings
Week 2 September 10	Understanding yourself, self-disclosure and trust in business communication Discussion Forum: Introduce Yourself to the Class Due September 17 ***Last day to add / drop classes is September 11	Chapter 1 & 2 <i>Interpersonal Skills in Organization (7th ed)</i>
Week 3 September 17	Interpersonal communication qualities for business, goal setting and time and stress management Preparing for the Formal Report Assignment Due October 15	Chapters 3&4 <i>Interpersonal Skills in Organizations (7th ed)</i> <i>Professional communications: A common approach to work-place writing – Report Writing (Section 7.3 (all))</i>
Week 4 September 24	Listening skills, speech development and presentations Speech, aggression, and persuasion	Chapters 6-8 <i>Interpersonal Skills in Organizations (7th ed)</i> <i>Professional communications: A common approach to work-place writing – Report Writing (Sections 12.2, 12.4, 12.5)</i>
Week 5 October 1	Impromptu Speech Night Reminder: Due today ***Last day to withdraw with 50% tuition	
Week 6 October 8	Conflict management and problem-solving	Chapters 11&14 <i>Interpersonal Skills in Organizations (7th ed)</i>
Week 7 October 15	Reminder: Formal Report Due today	

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
Week 8 October 22	Midterm Exam: October 22 in Class	
Week 9 October 29	Ethics and Diversity Diverse team building, facilitating team success, coaching	Chapters 10,13,&17 <i>Interpersonal Skills in Organizations (7th ed)</i>
Week 10 November 5	Service Project Preparation ***Last day to withdraw from classes	
Week 11 November 12	Reading Day – No Class	
Week 12 November 19	Negotiating, Delegating, Distributing and Leadership Due tonight: Service Project Assignment	Chapter 15,16&18 <i>Interpersonal Skills in Organizations (7th ed)</i>
Week 13 November 26	Diversity Presentation (Day 1)	
Week 14 December 3	Diversity Presentation (Day 2) Final Exam Review	
December 6-17	Final Exam Period for all courses with exams	

Please Note:

- The date and time allotted to each topic are subject to change.
- Students will have access to their Moodle course shells for 15 days following completion of their course.
- Every effort has been made to ensure that the information in this course syllabus is accurate at the time of publication. Keyano College reserves the right to change the course syllabus content if it becomes necessary so that course content remains relevant. Any changes to the course syllabus during the semester will be communicated to students in writing by the instructor in a timely manner. A revised course syllabus will be posted to the LMS.
- A minimum GPA of 1.7 or higher is required for students to remain in good academic standing and progress to the next semester, unless otherwise indicated for a specific program.

Keyano Performance Requirements and Student Services

Student Responsibilities

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the [Withdrawal/Drop Form](#). All forms are available on the [College website](#). Please refer to the important dates listed in the Academic Schedule in the [Keyano College credit calendar](#) and/or on the [College website](#). It is the responsibility of each student to be aware of the guidelines outlined in the [Student and Academic Policies](#).

Student Attendance

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

Course Evaluation

Midterm exams and term work is to be completed at the time/date indicated in your course syllabus. It is the expectation of the College that students make every reasonable effort to complete all course evaluation, including, quizzes, midterms, and exams, as scheduled. In the event of an emergency, rescheduling of exams and/or extensions are only provided at the discretion of the course instructor. Students should contact the instructor as soon as they are able, to notify them of missing an evaluative component. Instructors will use discretion in deciding whether circumstances justify granting a reschedule and/or extension.

Regular term quizzes, midterms, and exams are not eligible for deferral and/or date extension accommodations. Students with accommodations, please refer to Accessibility Services.

Final Exams are subject to deferral processes, please refer to the current [Keyano College Credit Calendar](#).

Academic Integrity & Misconduct

Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility. It is expected that students at Keyano College will adhere to these ethical values in all activities related to learning, teaching, research, and service. Any action that contravenes this standard, including misrepresentation, falsification, or deception, undermines the intention and worth of scholarly work and violates the fundamental academic rights of members of our community.

Academic dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Using Artificial Intelligence (AI) to complete coursework (without instructor approval),
- 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,
- Submitting unchanged work for another assignment, and
- Breach of confidentiality.

In all academic work, the ideas and contributions of others must be appropriately acknowledged and work that is presented as original must be, in fact, original. Using an AI-content generator (such as ChatGPT) to complete coursework without proper attribution or authorization is a form of academic dishonesty. If you are unsure about whether something may be plagiarism or academic dishonesty, please contact your instructor to discuss the issue.

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 & Academic Policies* 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, Academic Integrity, and Non-Academic Misconduct Policies.

To ensure your understanding of plagiarism and academic integrity, you are required to complete the online [Understanding Academic Integrity tutorial \(https://keyano.libwizard.com/f/academic-integrity-tutorial\)](https://keyano.libwizard.com/f/academic-integrity-tutorial) and submit the certificate of completion to your instructor(s).

Online Learning

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course outline, course syllabus and 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 access to the correct tools for online learning is essential.

Computer System Requirements

Keyano College software are Windows based.

Minimum Requirements and Recommended Upgrades for Windows (preferred system) and Apple devices

These minimum standards are required for a Windows computer/laptop (OS 10 or 11) and a MacIntosh (OS 10.14 or above).

1. Windows 10 Operating System or above.
2. 4GB of RAM. Recommended upgrade to 8GB of RAM.
3. 10GB+ available hard drive storage space. Note installing Microsoft Office 365 requires 3GB of available hard drive space.
 - a. Install the Microsoft Office 365 suite (~3GB) *
4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in). However, a headset or earbuds with a microphone is also recommended.
5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly.

*[Microsoft Office 365](#) is free to Keyano students.

Tablets, iPads, and Chromebooks are **not** recommended: They may not be compatible with your programs such as lockdown browsers used for assessments and/or Microsoft Office 365.

Computer Software

Students have access to Microsoft Office 365 and Read & Write for free using Keyano credentials.

See [Recommended Technology](#) for more information.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or 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 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 have issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.

Specialized Supports

Keyano College is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

Accessibility Services provides accommodations for students living with disabilities. Students with documented disabilities or who suspect a disability can register to discuss their current learning barriers and possible accommodations. Students are required to request accommodations for each term. Please note that requesting accommodations is a process and requires time to arrange. Contact the department as soon as you know you may require accommodations to ensure timely implementation. For accessibility supports, adaptive technology, learning strategies and disability-based funding, please register with Accessibility Services by emailing wellness.services@keyano.ca, or visiting www.wellnessxp.net/wellness/, or scanning this qr code below.



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 provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with finding basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing wellness.services@keyano.ca, or visiting www.wellnessxp.net/wellness/, or scanning this qr code below.



The **Library** provides students with research, information, and educational technology services and spaces as they engage in their studies. The Library is located at CC-166 or www.keyano.ca/library. Library staff are available to help students online and in person throughout the semester. Librarians offer individual and small group consultations booked using the online [Book A Librarian calendar](#). The library also provides virtual research and subject guides to help you with your studies. Find the guide that supports your course-related research by viewing the complete list of online [Subject Guides](#). To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the [Research Help page](#). The library's collections (including print and online materials) are searchable using [EDS \(EBSCO Discovery Service\)](#) on www.keyano.ca/library/find. The library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the library's [Loanable Technology webpage](#). For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or [chat with us online](#).

The **Academic Success Centre (ASC)** provides free academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and study space. Academic Content Specialists are available in Business, Mathematics, Science, English, Humanities, Power Engineering, Upgrading/College Prep, and more. Peer Tutors are available to provide peer academic support to students in all college programs, such as Nursing, Business, Education, Environmental Science, among others. Students are encouraged to visit the Academic Success Centre at CC-119 to discuss strategies for academic success. Specialists in the Academic Success Centre also work with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email Academic.Success@keyano.ca

Work Integrated Learning (WIL) is located in the ASC in CC-119. Career Services WIL staff assist students with their program-related WIL and co-op placements, provide resume advice, and support with using the GradLeaders platform. Additionally, they coordinate several career fairs for students throughout the academic year and host coop and resume workshops for students. Students can reach WIL by emailing: WIL@keyano.ca or by visiting them in person.

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Signatures & Date

Name of Instructor:**Instructor Signature:** _____**Date:****Name of Course Lead:****Course Lead Signature:** _____**Date:****Name of Chairperson/Program Manager:****Chairperson/Program Manager Signature:** _____**Date:**