

BUS 117, Business Communications II

3 credits, 3 hours lecture

Course Description

A skills-based approach to the development of writing, speech, interpersonal skills, and digital media competency for business professionals to succeed in the contemporary organization. Advanced writing, editing, and evaluating of reports, self assessments to guide self-improvement goals, combined with speech building and presentation using a variety of media tools. Involves opportunity to build message for 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 representation of self-on-line for overall business success. This course includes a work integrated learning component.

Pre and Co-requisites

BUS 107

Course Learning Outcomes (CLOs)

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

CLO1 Compose advanced professional business documents with or without writing software.

- 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.

CLO2 Develop self-awareness as the starting point for effectiveness as a business professional.

- 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).

CLO3 Demonstrate confidence and coherence with speech (with and without preparation) in front of individuals and groups.

- 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.

CLO4 Apply communication strategies with emphasis on active listening, encouraging candor, and maintaining a cooperative and collaborative team environment.

- 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.

CLO5 Complete a service-learning activity with a community organization that applies communication tools and techniques for effectiveness.

- 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.

CLO6 Apply various digital media and social networking tools in professional business communication and in job search settings.

- 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

Assessment Type	Percentage
Projects/Assignments	65%
Mid-term exam	15%
Final exam	20%
Total	100%

Course Completion Requirements

Minimum passing mark of 50% or D is required.

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.

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