

Division of Applied Science & Management

BUSC 100, Section AZ

Business Communications 100

3 Credits

Fall, 2020



COURSE OUTLINE

BUSC 100 AZ BUSINESS COMMUNICATIONS 100

3 CREDITS

PREPARED BY: Meg Walker, Instructor

DATE: June 10, 2020

APPROVED BY: Ernie Prokopchuk, Dean

DATE: August 7, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



This work is licensed under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/4.0/>.

BUSC 100

| | |
|------------------------------------|--|
| INSTRUCTOR: Meg Walker | OFFICE HOURS: Tues. 3 – 4 p.m. |
| OFFICE LOCATION: Zoom/phone | CLASSROOM: Synchronous online - mandatory |
| E-MAIL: mwalker@yukonu.ca | TIME: 1:00 – 2:30 p.m., Tues & Thurs |
| TELEPHONE: 867-456-8575 | DATES: Sept. 3 – Dec. 8 |

COURSE DESCRIPTION

This 71-hour credit course concentrates on basic business English. Course content includes an intensive review of grammar, punctuation, spelling, writing, proofreading, and editing skills.

PREREQUISITES

None

RELATED COURSE REQUIREMENTS

Regular access to PC computer (laptop or desktop) with reliable internet connection.

Email and regular, frequent internet access are an important part of this course. The instructor will communicate through the assigned Yukon University email addresses and the Moodle course website. The use of the Moodle course website is mandatory.

EQUIVALENCY OR TRANSFERABILITY

None

LEARNING OUTCOMES

Upon completion of the course, students should be able to:

- Correctly use English grammar (write grammatically correct sentences).
- Understand and apply the basic principles of grammar, punctuation, capitalization, and number style skills.
- Demonstrate realistic application of current usage and style in the work world.
- Apply proofreading, spelling, vocabulary development, and business writing skills.
- Effectively access and interpret information using various reference sources.

COURSE FORMAT

The course content is presented in both synchronous lectures and asynchronous activities. These will be accessed through our course website at www.yukonu.ca under "My Courses."

Students will work through Chapters 1–20 in Canadian Business English (Seventh Canadian Edition). Separate writing work is also discussed and assigned. Coursework must be completed on a set schedule.

Each chapter in the textbook contains a pre-test, a three-level topic presentation, and reinforcement exercises for each of the three levels. Information is arranged in short, step-by-step sections. The reinforcement exercises in the textbook pose questions that summarize what you have just learned in each level of the chapter. These levels progress from fundamental, frequently-used concepts in Level I to more complex concepts in Level III.

This structured approach to learning—doing the pre-test, reading the material, attending lectures, completing the reinforcement exercises, and writing term tests—has been proven effective through research. Spelling is key to business writing, and is an important part of the Term Tests.

There are 41 hours of scheduled class time, with the remaining 30 hours allocated to self-directed study.

ASSESSMENTS

Assignments

Assignment deadlines are clearly indicated in each week's module and in the Assignment Section of our course website.

Late assignments will lose 10% per day penalty for each of the first three days. The due date is considered Day 1. The Moodle system will not accept any assignment after the three-day penalty period.

If you feel you have a valid reason why you should not be subject to the penalty, it is your responsibility, as soon as you return, to inform your instructor. All late assignments that are submitted for grading purposes must be accompanied by a written explanation that includes the following:

- Your name
- Course name
- Reason for late (doctor's note if applicable)
- Original due date
- Date submitted

If you know ahead of time that you will be absent, it is your responsibility to provide a written explanation to your instructor. Arrangements can then be made with your instructor for your assignment due dates.

Tests

There are four term tests and five Unit Quizzes in this course. The course ends with a 3-hour final exam. Reference materials (but not the textbook) may be used during the exam.

If you are unable to write the final exam because of a personal illness, you must provide a doctor's note to be allowed to write at a different time. The exam must be written within a week of your return.

Participation

Regular student attendance and participation are essential. The material covered in the synchronous lectures will be cumulative and missing one or more lecture will put a student at a serious disadvantage. Many very specific skills must be mastered, and a great deal of specific information must be understood.

EVALUATION

| | |
|--|-----|
| Chapter Assignments, Unit Quizzes, & Writing Assignments | 30% |
|--|-----|

| | |
|--------------|------|
| 4 Term Tests | 40% |
| Final Exam | 30% |
| Total | 100% |

REQUIRED TEXTBOOKS AND MATERIAL

1. **The textbook:** Guffey, Seefer, Burke and Witlox, *Canadian Business English* (Seventh Canadian Edition), ITP Nelson, Scarborough, ON, 2017
2. **The reference manual:** *The Gregg Reference Manual* (Ninth Canadian Edition), McGraw-Hill Ryerson, Toronto, ON, 2016

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the University.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon University recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon University program, you will be required to achieve core competency in knowledge of

Yukon First Nations. For details, please see www.yukonu.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

TOPIC OUTLINE

Please see syllabus on the course Moodle site