



School of Business and Leadership

BUSC 100

Business English 100

Term: 202201

Number of Credits: 3

Course Outline

INSTRUCTOR: Rodney Hulstein

E-MAIL: rhulstein@yukonu.ca

CLASS TIMES: M/W (10:30am to noon)

CLASS LOCATION: 2406

OFFICE HOURS 9am to 10am on Tuesdays

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.

COURSE REQUIREMENTS

Prerequisite(s): *None*

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:

<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

Upon successful completion of the course, students will be able to:

- Correctly use English grammar (write grammatically correct sentences).
- Understand and apply the basic principles of grammar, punctuation, capitalization, and number styles.
- 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

Weekly breakdown of instructional hours

This class will be meeting twice per week (Mondays and Wednesdays) from 10:30am to noon for the duration of the semester. It is important that students attend these classes as this will be the primary mode of instruction. It is expected that this course will require 3 – 6 hours/week of homework and additional reading. It is important to note that the time required will vary by individual.

Delivery format

The course is entirely face-to-face and taught in the classroom and will consist of individual and group work. 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.

Students will work through Chapters 1–20 in Canadian Business English (Eighth 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. Correct spelling is crucial to business writing and is an important part of the Term Tests.

EVALUATION

Chapter Assignments, Unit Quizzes, & Writing Assignments	30%
4 Term Tests	40%
Final Exam	30%
Total	100%

Late Assignments

Late assignments will lose 10% per day penalty for each of the first three days. The due date is considered Day 1. No assignment will be marked 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.

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

1. The **textbook**: Guffey, Seefer, and Witlox, Canadian Business English (8th Edition), Cengage, 2020.
Note for anyone buying second-hand: **NOT** the same as last year
2. Recommended: The **reference manual**: The Gregg Reference Manual (Ninth Canadian Edition), McGraw-Hill Ryerson, Toronto, ON, 2016.
Note for anyone buying second-hand: **YES** the same as last year

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

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 by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Please see course syllabus on Moodle.