



School of Business & Leadership  
CRN 10287  
Business Communications 100 (BUSC 100)  
Term: Fall  
Number of Credits: 3

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## Course Outline

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**INSTRUCTOR:** Meg Walker

**E-MAIL:** [mwalker@yukonu.ca](mailto:mwalker@yukonu.ca)

**CLASS TIMES:** Synchronous, mandatory Zoom sessions are held every Tues. and Thurs., 1 – 2:30 p.m.

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### 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

### 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 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

Course content is presented in both synchronous lectures and asynchronous activities. They will be accessed through our course website at [www.yukonu.ca](http://www.yukonu.ca) under “My Courses.”

BUSC 100 meets two times per week in an online classroom, through Zoom. These classes are mandatory. There are 41 hours of scheduled class time, with the remaining 30 hours allocated to self-directed study.

### **Delivery format**

The course is entirely online 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. 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
3. College-level print dictionary: Such as the Gage Canadian Dictionary, Gage Publishing Limited, Toronto, ON, 2016

## **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](http://www.yukonu.ca/yfnccr).

## **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](mailto:LearningAssistanceCentre@yukonu.ca).

## **TOPIC OUTLINE**

Please see course syllabus on Moodle.