



**COURSE OUTLINE**

**BUSC 200**

**BUSINESS COMMUNICATIONS 200**

**51 HOURS**

**2 CREDITS**

**PREPARED BY:** Christina Thomas, Instructor

**DATE:** November 27, 2017

**APPROVED BY:** Margaret Dumkee, Dean

**DATE:** December 4, 2017

**APPROVED BY ACADEMIC COUNCIL**



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## BUSINESS COMMUNICATIONS 200

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<b>INSTRUCTOR:</b> Christina Thomas	<b>OFFICE HOURS:</b> Tuesdays 3-4 pm
<b>OFFICE LOCATION:</b> A2610	<b>CLASSROOM:</b> A2406
<b>E-MAIL:</b> cthomas@yukoncollege.yk.ca	<b>TIME:</b> 1:00 to 2:30 pm
<b>TELEPHONE:</b> (867) 668-8755	<b>DATES:</b> Jan. 4 - Mar. 15, 2018
<b>FINAL EXAM:</b> 8:30 a.m., March 20, 2018	

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### COURSE DESCRIPTION

This 51-hour credit course is an in-depth, practical course in writing everyday business email, letters, memorandums, and reports. Students will study the strategies of effective memo and letter writing and will then complete exercises practising those strategies. They will plan and write specific types of positive, negative, and persuasive communications.

This course requires that the grammar and proofreading skills learned in Business Communications 100 be applied.

### PREREQUISITES

Business Communications 100 with a mark of 70% or higher.

### EQUIVALENCY OR TRANSFER

None

## LEARNING OUTCOMES

Upon completion of the course, students should be able to produce, within 45 minutes, a letter that meets acceptable business principles and mailability standards. Students should be able to plan, develop, organize, and write a variety of effective business memos, emails, letters and reports that achieve the following:

- Inform, request, and respond (direct strategy)
- Make routine requests (direct strategy)
- Respond positively (direct strategy)
- Carry negative news (indirect strategy)
- Persuade (logical and emotional appeals)
- Convey special messages (goodwill, sensitive)

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

- Keep the reader in mind and present ideas positively
- Use appropriate tone, style, and writing technique
- Use precise verbs, concrete nouns, and vivid adjectives
- Write letters/memos that are concise and clear and that use advanced writing techniques including parallelism
- Make Strategic use of the active and passive voice
- Use word processing skills to produce mailable, effectively formatted documents that are free of grammar, spelling, and punctuation errors
- Analyze the “communications process”; evaluate the effect of cultural values; and assess nonverbal, listening, and speaking skills in the communication process

## DELIVERY METHODS/FORMAT

The course content is presented in a combined format. Students can expect lectures, group work, practical sessions on computers, as well as individual classroom exercises. Students will work through Chapters 1-9 in *Essentials of Business Communication (Eighth Canadian Ed.)*.

There are 30 hours of scheduled class time, with the remaining 21 hours allocated to the daily 3:00 p.m. to 4:00 p.m. self-directed study period.

## ASSESSMENTS

### Attendance and participation

Regular attendance and participation are essential. Because the material covered in class is cumulative, missing classes will put you at a disadvantage.

*If you do miss a class*, please let the instructor know (in advance if possible), and the instructor will tell you how to make up for the missed class. Upon returning to class, you are responsible for checking with the instructor to get work or handouts missed during absence(s).

You are responsible for reading the text ahead of class as the classes are designed to highlight the content in the text. The instructor will base lectures and activities on the assumption that you have already reviewed or read the material for that day.

### Assignments

Your instructor maintains the discretion to treat each situation of late assignments and missed tests individually.

All assignments must be handed in *before the beginning of class* on the day requested unless previous arrangements have been made *in writing* with the instructor.

**Late assignments will lose 10% per day penalty for each of the first three days. 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.

### Term Tests and Final Exam

There are three 1.5-hour term tests in this course. The course concludes with a three hour final exam. Reference materials such as *The Gregg Reference Manual* and a dictionary may be used during the exam. The instructor will specify, in class, various writing strategies handouts that may be used during the term tests and final exam.

If you are unable to write a term test or the final exam for any reason, you must provide advance notice in order to have an opportunity to write at a later date. A doctor's note should be obtained if the reason for missing the assessment is illness. The final exam must be written within 3 days of your return. If no valid reason is given for missing a test, your mark for the test will be "0."

In order to pass this course, students must obtain 60% or more in the course.

### Challenging the Final Exam

Should you feel that you already know the material to be covered in Business Communications 200, you should speak to your instructor about challenging the final exam. You may challenge the exam ONCE and ONLY ONCE. The exam must be taken on or before January 27, 2017. The college course challenge administrative fee will apply.

If you successfully challenge and pass the Final Exam (the passing standard is 80%), you will receive the mark “CC” (Course Challenge) on your transcript. If you do not meet the passing standard, you are required to complete the whole course in the usual manner. You may use reference materials when challenging the final exam.

### EVALUATION

A final grade for the course will be assigned on the following basis:

Assignments	30%
Term Tests	30%
Final Exam	<u>40%</u>
Final Mark	<u>100%</u>

### GRADES ON TRANSCRIPT

For transcript purposes, percentage marks are converted into letter grades according to the following system:

A = 90-100	
B = 80-89	
C = 70-79	
D = 60-69	
F = under 60	Fail

### TEXT AND MATERIALS

1. **Textbook:** Gufey, Loewy, and Almonte - *Essentials of Business Communication (Canadian Ed.)*, 8<sup>th</sup> Edition, Nelson Thomson Learning, Scarborough, Ontario, 2016
2. A suitable **college-level dictionary**, such as the *Gage Canadian Dictionary* or *Merriam Webster's Collegiate Dictionary (Tenth Edition)*
3. **Reference manual:** *The Gregg Reference Manual (Ninth Canadian Edition)*, McGraw-Hill Ryerson, Toronto, ON, 2006
4. Six folders, paper, pens, pencils, one flash stick

## **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 students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper 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 College.

## **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon College 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 College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.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 College Academic Regulations (available on the Yukon College 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) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).

## **“Mailability” Standard**

Letters and memos must have proper formats. Consult the Office Administration Formatting Handbook.

All your work in Business Communications 200 will be measured against a mailability standard. Mailability means free from errors—both human and machine. Original copies must be handed in; photocopies are not acceptable.

### **General appearance**

Proper placement or balance of material on the page does not mean “true to an exacting measure” in all cases. For example, material may be slightly high or low on a page but not enough to make the letter nonmailable. Such a decision will be at the instructor’s discretion.

### **Grammar**

Any violation of a well-established grammatical principle makes a letter nonmailable.

### **Instructions**

If a particular company insists upon a policy or procedure, it should be followed. Specific instructions must not be altered. If a designated style or format is not followed, the result is nonmailable. Unless specific instructions are given, you may use full block, modified block, or modified block with indented paragraphs. You may use two-point punctuation or 0-point punctuation.

### **Omissions**

An omission, such as a word or phrase in the body of a letter or the date in a letter, makes a job nonmailable.

### **Punctuation**

Proper punctuation helps to ensure that a written communication is unmistakably clear at first reading. Inappropriate or incorrect punctuation makes the communication nonmailable.

### **Spelling**

A single misspelled word or figure would make the finest letter, manuscript, report, or statement nonmailable.

### **Word Division and Capitalization**

The generally accepted rules for capitalization and word division must be observed in order to produce mailable material



## Business Communications 200 Syllabus

Keep this syllabus handy! It should guide you through the course.



SYLLABUS SUBJECT TO CHANGE - PLEASE BE FLEXIBLE!

Class	2018	Chapter	Chapter Topic	Assignment Due
1	Thurs, Jan 4	1	Orientation, Course Outline, Chapter 1: Career Success Begins with Communication Skills	
2	Tues, Jan 9	2	Chapter 2: The Business Writing Process	
3	Thurs, Jan 11	3	Chapter 3: Communicating at Work	Ch. 1 Assignment
4	Tues Jan 16	3	Chapter 3: Communicating at Work & Review	
5	Thurs, Jan 18		Chapter 1-3 Lab Class	
6	Tues, Jan 23	<b>TERM TEST #1</b>	<b>Term Test #1</b>	
7	Thurs, Jan 25	4	Chapter 4: E-mails, Instant Messages, and Memos	
8	Tues, Jan 30	5	Chapter 5: Letters	
9	Thurs, Feb 1		Chapter 4 & 5 Lab Class	
10	Tues, Feb 6	REVIEW	Review of Chapters 4 & 5	Ch. 4 & Ch. 5 Assignment

## Business Communications 200 Syllabus

11	Thurs, Feb 8	6	Chapter 6: Persuasive Messages	
12	Tues, Feb 13	<b>TERM TEST #2</b>	<b>TERM TEST #2</b> <b>(Computer Lab 2702)</b>	
13	Thurs, Feb 15	<b>NO CLASS</b>		
14	Tues, Feb 27	7	Chapter 7: Negative Messages	
15	Thurs, Mar 1		Chapter 6 & 7 Lab Class	
16	Tues, Mar 6	<b>REVIEW</b>	Review of Chapters 6 & 7	<b>Ch. 6 &amp; Ch. 7</b> <b>Assignment</b>
17	Thurs, Mar 8	8	Chapter 8: Informal Reports	
18	Tues, Mar 13	<b>TERM TEST #3</b>	<b>TERM TEST #3</b> <b>(Computer Lab 2408)</b>	
19	Thurs, Mar 15	9	Informal Proposals and Formal Reports	
	<b>Tues, Mar 20</b> <b>9:00 am - NOON</b>	<b>FINAL EXAM</b>	Meet in Computer Lab 2702	<b>Final Letter</b> <b>Assignment</b>