

**Division of Applied Science & Management
BUSC 200, Section BZ
Business Communications
2 Credit Course
Winter, 2021**



COURSE OUTLINE

BUSC 200 BUSINESS COMMUNICATIONS 200, SECTION BZ

2 CREDITS

PREPARED BY: Meg Walker, Instructor

DATE: October 27, 2020

APPROVED BY: Ernie Prokopchuk, Interim Dean

DATE: November 11, 2020

APPROVED BY SENATE: Click or tap to enter a date

RENEWED BY SENATE: Click or tap to enter a date



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BUSINESS COMMUNICATIONS 200, SECTION BZ

INSTRUCTOR: Meg Walker	OFFICE HOURS: Mondays 11 a.m. – noon
OFFICE LOCATION: Zoom/phone	CLASSROOM: online
E-MAIL: mwalker@yukonu.ca	TIME: Asynchronous online; tutorials Wednesdays, 1:30 – 2:30 p.m.
TELEPHONE: 867-456-8575	DATES: Jan 4 – March 10

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 applying 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.

RELATED COURSE REQUIREMENTS

BUSC 200 is a fully online course. Students must have consistent access to a reliable internet connection and a reliable computer with Microsoft Office software. Students must use their Yukon University email for communication with the instructor. Logging

in to the course website at least three times per week is required.

EQUIVALENCY OR TRANSFERABILITY

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. (See pg. 6 for a definition of 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

COURSE FORMAT

The course content is presented through asynchronous activities, including forums, instructional videos and other online activities. These will be accessed through our course website at www.moodle.yukonu.ca.

Students will work through Chapters 1–9 in *Essentials of Business Communication (9th Canadian Edition)*.

There are two weekly tutorial periods through Zoom. Students are encouraged to bring questions, concerns, and insights to these meetings, both for their own benefit and the benefit of others.

ASSESSMENTS

Attendance & Participation

Course content will be delivered online activities including discussion forums. Regular student participation with the online materials is essential. The material covered in the teaching videos will be cumulative; missing any one of the weeks of coursework will put a student at a serious disadvantage. A large number of skills must be mastered, and specific information must be understood.

Assignments

Demonstrated Leadership: Discussion Forums

Discussion forums are worth a total of 15% of the final grade. Each week, your discussion board post will be marked out of five points.

To earn a full five points, the posting each week should:

- mention something from the week's readings (.5 point)
- relate new content to covered course material (.5 point)
- relate content to personal experiences (.5 point)

- critically analyze the content - posting should not be a summary of the reading (3 points)
- be grammatically correct and free of spelling errors. It counts in the real world, so it counts here too (.5 point)

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.

Your instructor maintains the discretion to treat each situation of late assignments and missed tests individually. All assignments must be submitted *by the deadline* unless previous arrangements have been made *in writing* with the instructor.

Other

"Mailability" standard

All your work in Business Communications 200 will be measured against a mailability standard. Mailability means free from errors—both human and machine. Letters and memos must have proper formats. Consult the Office Administration Formatting Handbook.

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 are followed

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. Be sure your notes or textbook from BUSC100 when you have questions. You have excellent resources at your fingertips from that class. Use them well.

TESTS

There are three 1.5-hour term tests in this course. The course then concludes with a three-hour final exam.

Test and exam material is cumulative in nature. They will demonstrate student proficiency in the course material. The final exam is worth 30% of the final mark.

The reference materials *The Gregg Reference Manual* and a dictionary may be used during the term tests and final exam. The instructor will specify, in class, various writing strategies handouts that may be used during the term tests and final exam.

EVALUATION

Assignments	30
Term Tests	25
Forums	15
Final Examination	<u>30%</u>
Total	<u>100%</u>

To pass this course, students must obtain 60% or higher.

REQUIRED TEXTBOOKS AND MATERIALS

1. **Textbook:** Guffey, Loewy, and Almonte. *Essentials of Business Communication (Canadian Ed.), 9th Edition*, Nelson Thomson Learning, Scarborough, Ontario, 2019
2. A suitable **college-level dictionary**, such as the *Gage Canadian Dictionary* or *Merriam Webster's Collegiate Dictionary (Tenth Edition)*
3. A **reference manual:** *The Gregg Reference Manual (Ninth Canadian Edition)*,

McGraw-Hill Ryerson, Toronto, ON, 2016. Most students have already purchased this manual for their WP120 and BUSC100 classes in the Fall semester.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations, 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

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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, they should contact the Learning Assistance Centre (LAC): lac@yukonu.ca.

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TOPIC OUTLINE: BUSC 200 SYLLABUS (SUBJECT TO CHANGE) Jan 4 – Mar 10, Final Exam March 11

Week	2021	Chapter Topic	Due by 11:55 pm Sat night (unless otherwise indicated)
1	Mon Jan 4 – Sat Jan 9	<i>MONDAY</i> Orientation; Course Outline; Forum: Getting to know your learning outcomes	<ul style="list-style-type: none"> • Weekly Forum • Assignment 1: Talking about listening (project in pairs)
		<i>WEDNESDAY</i> Chapter 1: Communicating in the Digital-Age Workplace	
2	Jan 10 - 16	<i>MONDAY & WEDNESDAY</i> Chapter 2: Planning Your Message Forum: Business writing vs. classroom writing (includes additional reading of one linked 750-word article)	<ul style="list-style-type: none"> • Weekly Forum • Assignment 2: Communication channels
3	Jan 17 - 23	<i>MONDAY</i> Chapter 3: Organizing and Drafting Your Message Forum: Terrible business sentences are real	<ul style="list-style-type: none"> • Weekly Forum
		<i>WEDNESDAY</i> Chapter 4: Revising Your Message	
4	Jan 24 – 30	<i>MONDAY</i> TERM TEST #1, Chapters 1 – 4 Forum: Editing and proofreading	<ul style="list-style-type: none"> • Weekly Forum • Assignment 3: Making routine requests
		<i>WEDNESDAY</i> Chapter 5: Daily Workplace Writing Channels	

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5	Jan 30 – Feb 6	MONDAY & WEDNESDAY Chapter 6: Persuasive Messages Forum: Asking for favours	<ul style="list-style-type: none"> • Weekly Forum
6	Feb 7 – 13	MONDAY Review and activities of concepts in Chapters 1-6 Forum: Do people who text tell more tall tales?	<ul style="list-style-type: none"> • Weekly Forum • Assignment 4: Persuasive letters
		WEDNESDAY TERM TEST #2 (Chapters 1 – 6 cumulative)	
7	Feb 14 – 20	MONDAY Chapter 7: Negative Messages Forum: Comparing presentations of negative news	<ul style="list-style-type: none"> • Weekly Forum • Assignment 5: Presenting negative messages
		WEDNESDAY Chapter 8: Informal Reports	
8	Feb 21 – 27	<i>Reading Week – no classes –</i>	
9	Feb 28 – Mar 6	MONDAY Chapter 8: Informal Reports - continued Forum: TBA	<ul style="list-style-type: none"> • Weekly Forum • Assignment 6: Direct and Indirect Letters
		WEDNESDAY TERM TEST #3 (Chapters 6 – 7)	
10	Mar 7 – 10	MONDAY Chapter 9: Proposals and Formal Reports Forum: Researching and reporting	<ul style="list-style-type: none"> • Weekly Forum
		WEDNESDAY Exam Review	

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THURSDAY March 11 <i>FINAL EXAM</i>			