

 Yukon University	School of Business and Leadership
	COMM 100-001 / CRN 10167 Business Communication
	Term 2025-01 (Fall 2025) Number of Credits: 3
Course Outline	

INSTRUCTOR: Katherine Carpenter

CLASSROOM: Online Synchronous

OFFICE LOCATION: Home!

TIME: 10:30 am - 11:50 am Tuesday & Thursday

OFFICE HOURS: By Appointment

DATES: Sep 2-Dec 6, 2025

E-MAIL: kcarpenter@yukonu.ca

COURSE DESCRIPTION

In this course, students explore the written and oral skills needed to communicate in diverse organizational and cultural contexts. Students will build a strong foundation in written business communication, and then they will research, create and adapt documents to achieve strategic, professional goals. Awareness of audience and clarity of purpose will be stressed as integral aspects of effective communication. In addition, students will study, develop, and deliver oral presentations.

COURSE REQUIREMENTS

Prerequisite(s): None

RELATED TO COURSE REQUIREMENTS

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

Email and regular, frequent internet access are an essential part of this course. Using the Moodle course website is mandatory.

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 do the following:

- Identify and discuss the skills needed to communicate effectively in diverse organizational and cultural contexts

- Apply the writing process, including outlining, drafting, revising, editing, and proofreading to professional business messages
- Choose and apply channels of communication that best align with the strategic goals of various professional communications
- Write effective business messages consistent with professional writing standards in a variety of practical situations
- Research and reference basic, professional documents using source material ethically and critically
- Develop and deliver purposeful, audience-oriented presentations

COURSE FORMAT

This course is online synchronous, with scheduled class times are Tuesday and Thursday from 10:30-11:50 am and attendance is optional. Students are responsible for reviewing modules on their own ahead of scheduled online class times. These course modules – which may include readings, recordings, and videos – will be posted on Moodle.

In addition to scheduled classes, students will work individually to complete written and oral communication work. Deadlines for assigned work are with the expectations that students will adhere to professionally.

Students are encouraged to use the resources provided in class as tools to support their course work. The instructor will aim to keep the course material interactive and varied.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Yukon University's Learning Management System (Moodle). Using online tools and resources is a required part of this course.

METHOD OF EVALUATION

This course uses the method of contract grading. This means there are soft deadlines to complete your assignments, to which you will receive a “yes” or “revise” when an assignment is handed in. If marked “yes”, the assignment points are awarded. If marked as “revise” points are not awarded, however feedback is provided on how to improve and the assignment can be resubmitted to achieve a “yes”. Assignments that are not handed in receive a “no” until a submission is made. The course has two academic components which generate credit, one is the base assignments that are required to achieve a B, and bonus assignments can move you beyond a B.

Grading Equivalencies by Points		
11	A+	Level Up Assignments
10	A	
9	A-	
8	B+	

7	B	Core Assignments
6	B-	
5	C+	
4	C	
3	C-	
2	D	
0-1	F	

Performance Evaluation is Based on Results

Companies do not compensate employees based on effort – they compensate them based on results. If an employee puts in tremendous hours of effort and work, yet does not achieve the desired outcome, be it a sales quota, a signed contract, ROI, or any other objective assessment tool, the employee is deemed ineffective and a liability to the firm.

Likewise, in this class, your grade is based on results. The number of hours you put in is irrelevant and forms no basis of your grade. For some, great results will come in no time. For others, it will take a considerable chunk of the schedule. You must determine what you need to get the expected results. However, if you are having difficulty managing your time and workload, please ask for help. There are ways to work smarter so you don't have to work longer.

ASSESSMENT AND PERFORMANCE EXPECTATIONS:

Core Assignments (Get to B)

1. Professional Bio & Communication Goals (1 point)
2. Business Writing Portfolio (2 points)
3. Workplace Message Case Study (1 point)
4. Short Analytical Report (2 points)
5. Presentation & Reflection (1 point)

Level-Up Assignments (Beyond a B)

1. Advanced Editing Challenge (1 point)
2. Cross-Cultural Communication Scenario (1 point)
3. Persuasive Pitch Video (1 point)
4. Ethics-in-Action Reflection (1 point)

Assignments are due Saturday @ 10:00am; final date to submit any NEW submissions is November 27 @ 11:59pm and the cut off for any revisions is December 4 @ 11:59pm.

No submissions or revisions after these cut offs will be accepted (think of it as the plane has left the ground).

STAYING ON TRACK				
Week	Date	Topics & Activities	Due Thursday @ 11:59pm	Delivery (Recorded)
1	Sep 2/4	Welcome! Let's get situated. Unit 1: You as a Business Communicator		Zoom class
2	Sep 9/11	Unit 2: Business Writing Foundations	Professional Self-Introduction (1 point)	Zoom class
3	Sep 16/18	Unit 2: Business Writing Foundations		Zoom class
4	Sep 23/25	Unit 2: Business Writing Foundations	Business Writing Foundations Memo (2 points)	Zoom class
5	Sep 30 / Oct 2			Open Zoom
6	Oct 7/9	Unit 3: Business Writing in Action	Persuasive Email (1 point)	Zoom Class
7	Oct 14/16	Unit 3: Business Writing in Action	Short Business Report (2 points)	Zoom class
8	Oct 21/23			Open Zoom
9	Oct 28/30	Unit 4: Business Presentation Foundations		Zoom class
10	Nov 4/6	Unit 4: Business Presentation Foundations	Business Presentation (1 point)	Zoom class
11	Nov 11/13	Student-Instructor Consultations		Open Zoom
12	Nov 18/20	Student-Instructor Consultations		Open Zoom
13	Nov 25/27	Student-Instructor Consultations	FINAL CUT OFF FOR NEW SUBMISSIONS	Open Zoom

GRADING

Grades & Feedback - Managing your Progress

- Grades are posted on the course grading sheet which is linked in the course, and individual feedback will be posted regularly in Moodle once submissions are received. You are expected to review this information frequently to monitor your progress in the course.
- Should you have any questions or concerns about grades (yes, revise, no) or feedback, please see me during office hours as soon as possible after the grade posting/class discussion. You may also email me to make an

appointment. The end of the semester is NOT an inappropriate time to review grades as you have no opportunity to apply the coaching and feedback that accompanies the assessment

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

There is no textbook to purchase for this course.

This course uses an Open Educational Resource (OER) textbook. A link to the text is on the course Moodle page. This textbook is free. Students are encouraged to download the text in order access it easily on their own computers at any time. Students are permitted, but not encouraged, to print the textbook. Most students choose not to because the cost of printing 200+ pages is prohibitive.

Additional readings will be provided online.

Access to a computer and word processing software is required. As a Yukon University student, you have access to Office 365 (including Word). Please see the IT help page for instructions on how to access Office 365 and download Word on your personal device.

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.

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact Accessibility Services for resources or to arrange academic accommodations:

access@yukonu.ca.

TOPIC OUTLINE

Unit	Topic
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1 You as a Business Communicator	Introduction to class community and course format; situating yourself as a business communicator
2 Business Writing Foundations	Before you write (anticipating audience, analyzing purpose, tips)
	Writing (constructing effective sentences)
	Revising (proofreading, editing, giving and accepting feedback)
	Research skills (information literacy, documentation, ethical referencing)
3 Business Writing in Action	Choosing communication channels
	Routine messages
	Persuasive messages
	Bad news messages
	Short reports
	Ethical referencing
4 Business Presentation Foundations	Targeting presentations for different audiences and purposes
	Developing presentations (outlining, researching, choosing aids)
	Delivering presentations (verbal and nonverbal communication)
	Student presentations, peer-observation, and self-reflection

