

	School of Business and Leadership
	COMM 100
	Business Communication
	Term: Fall 2026 On Campus
	Number of Credits: 3
Course Outline	

INSTRUCTOR: Dr. Gritt Hoffmann
E-MAIL: ghoffmann@yukonu.ca
OFFICE HOURS: by appointment
CLASSROOM: A2204
CLASS TIME: 10:30 am to 11:50 am, Tuesdays and Thursdays
DATES: September 1 to December 3, 2026

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 business writing written 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. As well, students will study, develop, and deliver oral presentations.

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:

- 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

Weekly breakdown of instructional hours

Students will attend two on-campus 1.5-hour classes per week during the semester. The course content is presented through face-to-face activities as well as instructional videos and guest speaker presentations. Class activities will consist of lectures, group discussions, group work, presentations, and role-playing. We will have a total of three hours of class time each week, and students will need to complete additional hours (i.e., reading and class preparation) outside of the classroom. It is expected that this course will require 5-6 hours/week of total work. It is important to note that the time required will vary by individual.

Delivery format

Face to face at Ayamdigut campus.

EVALUATION

Assignments and Reflections	55%
Active Participation and Engagement	45%
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

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

The instructor will provide a detailed weekly schedule on the first day of the course.

- You as a business communicator- 3 weeks
- Business writing foundations – 3 weeks
- Business writing in action – 3 weeks
- Business presentation foundations – 3 weeks