



## COURSE OUTLINE

COMM 100

**Business Communications**

3 Credits

PREPARED BY: James Howell, Instructor      DATE: September 4, 2019

APPROVED BY: Stephen Mooney, A/Dean      DATE: September 4, 2019

APPROVED BY ACADEMIC COUNCIL: Click or tap to enter a date

RENEWED BY ACADEMIC COUNCIL: Click or tap to enter a date



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Version 1.1 revised and approved by Academic Council: June 20, 2018  
Academic Council, Governance Office  
Academic Council MyYC: Policies, Procedures and Forms

## COMM 100

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**INSTRUCTOR:** James Howell

**OFFICE HOURS:** 3-4 Wednesday

**OFFICE LOCATION:** Library

**CLASSROOM:** T1030A

**E-MAIL:** jhowell@yukoncollege.yk.ca

**TIME:** 4-5:30, Mon. & Wed.

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### COURSE DESCRIPTION

In this course students explore 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. As well, students will study, develop and deliver oral presentations.

### PREREQUISITES

None

### RELATED COURSE REQUIREMENTS

None

### EQUIVALENCY OR TRANSFERABILITY

This course is new/newly developed/recently re-developed, and its transferability is still being evaluated. Receiving institutions always determine course transferability. Further information and assistance with transfers may be available from the School of Business and Leadership.

### LEARNING OUTCOMES

Upon successful completion of course, students will be able to:

- Identify and discuss skills needed to communicate effectively in diverse organizational settings 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 classroom-based. Topics will be covered through real life examples that encourage students to work with authentic documents. Written and oral responses to these documents will be used to facilitate discussion and ground theory in real world examples. Students are encouraged to use the Open education Resources as tool to respond to assignments.

## **ATTENDANCE**

Success in the course depends on attendance. It is the student's responsibility to take notes, to obtain missed assignment, announcements or material handouts for any class he/she misses.

## **ASSESSMENTS:**

Attendance & Participation, Assignments, Tests

## **EVALUATION:**

Assignment 1: Reflection Paper (5%)

Assignment 2: Writing a Business Profile in a Diverse Context (5%)

Assignment 3: Direct and Indirect Messaging (5%)

Assignment 4: Organizational Summary (5%)

Assignment 5: Team Communication Assignment: Skype meeting with agenda and minutes (5%)

Assignment 6: Routine information request and reply (5%)

Assignment 7: Persuasive message - Application for funding (5%)

Assignment 8: Persuasive - Bad News writing (5%)

Assignment 9: Cover Letter / Resume (5%)

Assignment 10: Oral Presentation: Personal Brand (10%)

Business Writing Foundations Test (15%)

Timed Response (15%)

Demonstrated Leadership: Class Engagement (15%)

## REQUIRED TEXTBOOKS AND MATERIAL

*Introduction to Professional Communications* - Melissa Ashman

Link to the open sourced textbook:

<https://pressbooks.bccampus.ca/professionalcomms/>

## LATE ASSIGNMENTS

Late assignments will have 15% deducted for every day they are late. They will not be accepted more than one week after the due date.

## DEMONSTRATED LEADERSHIP

Students may earn 15% for demonstrated leadership if they

1. Participate regularly in class
2. Contribute meaningfully to in-class discussion

## 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 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 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): [lac@yukoncollege.yk.ca](mailto:lac@yukoncollege.yk.ca).

### TOPIC OUTLINE

Introduction to Business Communication  
Before you write (anticipating audience, analysing purpose)  
Writing (constructing effective sentences)  
Revising (editing, proofreading, giving and accepting feedback)  
Research (documentation)  
Choosing communication channels  
Routine messages  
Bad news messages  
Short reports  
Developing Presentations  
Delivering Presentations  
Targeting presentations for different audiences and purposes  
Resumes and Cover Letters