Yukon
University

COURSE OUTLINE

COMM100
Business Communication

3 CREDITS

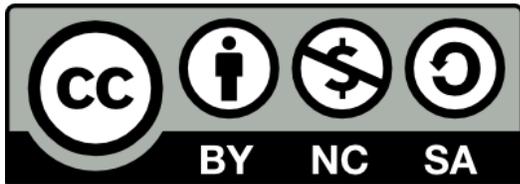PREPARED BY: Rita Koeller, Instructor
DATE: January 4, 2021

APPROVED BY: Ernie Prokopchuk, Interim Dean
DATE: January 5, 2021

APPROVED BY SENATE: May 16, 2018
RENEWED BY SENATE: Click or tap to enter a date

Business Communication

INSTRUCTOR: Rita Koeller	**OFFICE HOURS:** By Appointment
OFFICE LOCATION: TBD	**CLASSROOM:** Online
E-MAIL: rkoeller@yukonu.ca	**TIME:** Asynchronous Delivery
TELEPHONE: N/A	**DATES:** January 4 – April 13

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

PREREQUISITES
None

RELATED COURSE REQUIREMENTS
You will need to have access to a computer to complete some of the work for this course.

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 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
This course is offered online. This course is an asynchronous delivery with scheduled deliverables. All students will complete the same module of work at the same time, they may log-in and complete the work at any time during the week. Students are responsible for reviewing modules on their own ahead of scheduled online class times. Modules, which may include readings, recordings, videos will be posted on YukonU's Learning Management System (Moodle).

Students will work individually to complete written and oral communication work. 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 College's Learning Management System (Moodle). Using online tools and resources is a required part of this course.

ASSESSMENTS

Assignments

There are several small assignments that make up 55% of the final mark in this course. The assignments are related to the material covered in class. They will demonstrate students' abilities to apply key course concepts.

Final Module Assessments

There are three module assessments. The assessments occur at the end of each of the three main modules: Business Writing Foundations, Business Writing in Action, and Business Presentation Foundations. Each successfully completed assessment will demonstrate student proficiency in the course material for the corresponding module. Each module assessment is worth 15% for a total of 45% of the course work.

EVALUATION

Assignments	55%
Final module assessments	45%
Total	100%

REQUIRED TEXTBOOKS AND MATERIAL

There is no textbook to purchase for this course.

There is an Open Educational Resource (OER) textbook. A link to the text will be provided on the first day of class. This textbook is free; however, students may choose to download and print the text and pay for the cost of printing.

Additional readings will be provided in class/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 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 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 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.

TOPIC OUTLINE

Module	Topic
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
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