

DIVISION OF APPLIED SCIENCE AND MANAGEMENT
COMM 192
3 Credit Course
Fall, 2018



COURSE OUTLINE

COMM 192

Business Communications

45 HOURS

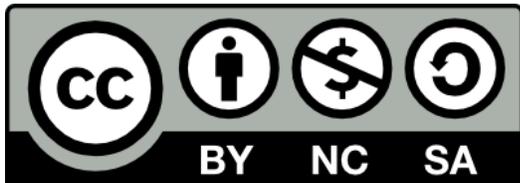
3 CREDITS

PREPARED BY: Hillarie Zimmermann
APPROVED BY: Margaret Dumkee

DATE: July 11, 2018
DATE: July 26, 2018

APPROVED BY ACADEMIC COUNCIL: June 1, 2009

RENEWED BY ACADEMIC COUNCIL:



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Business Communications

INSTRUCTOR: Hillarie Zimmermann

E-MAIL: hzimmermann@yukoncollege.yk.ca

TELEPHONE: (867) 668-8869

OFFICE HOURS: Tuesday from 9:00 to 11:00 a.m.

OFFICE LOCATION: A2431

CLASSROOM: T1030A

TIME: Tuesday/Thursday - 1:00 to 2:30

DATES: Sept. 6 - Dec. 6

COURSE DESCRIPTION

This course helps students build the proficiency needed to succeed in today's technologically enhanced workplace by focusing on the development of professional oral and written communication skills. Students will improve: memo, letter, email, writing and presentation skills and the ability to effectively participate in and chair meetings. Students will also develop skills in resume writing and study the strategies and techniques needed for success in interviews.

PREREQUISITES

None.

RELATED COURSE REQUIREMENTS

None.

EQUIVALENCY OR TRANSFERABILITY

CAMO BUS 130 (3) CAPU CMNS 220 (3) NWCC BENG 150 (3)
TRU CMNS 1290 (3) UFV CMNS 1xx (3) UNBC COMM 1xx (3)

LEARNING OUTCOMES

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

- Write e-mails, memos, and business letters with different tones and for different purposes
- Understand the importance of being an effective business communicator in today's changing workplace
- Communicate effectively with colleagues in meetings by employing individual strengths and implementing knowledge of different working styles
- Deliver professional oral presentations
- Write a polished resume and cover letter and effectively prepare for and participate in interviews

COURSE FORMAT:

This is mainly a classroom-based course. 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 provided by the instructor as a tool to respond to assignments. The instructor will aim to keep the course material interactive and varied. In order to cater to a variety of learners, lectures using video, print visuals, audio will be employed.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Moodle. The use of Moodle is mandatory and an orientation will be provided.

ASSESSMENTS

Assignments

There are seven assignments that make up 65% of the final mark in this course. The assignments are related to the material covered in class. They will demonstrate the students' abilities to apply key course concepts.

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Exam

There is one final exam. The exam is cumulative in nature. It will demonstrate student proficiency in the course material. The exam makes up 20% of the final mark.

Demonstrated Leadership

As students perform specific tasks, they show the instructor and the class that they are thinking like business communication professionals and improving their understanding of the discipline.

Students may earn 15 percent for “Demonstrated Leadership” if they:

1. Participate regularly in class
2. Contribute meaningfully to online forum discussions
3. Contribute meaningfully to in-class discussion

Attendance

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

Late Assignments

Late assignments will have 1% deducted for every day they are late. They will not be accepted more than one week after the due date. Please type all assignments.

EVALUATION

Assignment/ Exam Breakdown	% of Final Mark
Assignment 1: Reflection Paper A	10%
Assignment 2: Routine Writing	10%
Assignment 3: Persuasive/Bad News Writing	10%
Assignment 4: Reflection Paper B	10%
Assignment 5: Oral Presentation - Personal Brand	10%
Assignment 6: Cover Letter/ Resume	10%
Assignment 7: Interview	5%
Demonstrated Leadership: Online and In-Class Participation	15%

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Final Exam	20%
TOTAL	100%

REQUIRED TEXTBOOKS AND MATERIAL

Guffey, Mary Ellen. (2016) Essentials of Business Communication (8th Canadian Edition). Toronto, Ontario: Nelson.

Numerous editions of the required textbook are available online or are for sale locally. Students can use any edition of the textbook from the sixth to ninth. The instructor will be using the eighth edition for lectures, in-class exercises, and some assignments. Numerous copies of the textbook will also be put on reserve in the Yukon College library for students to access.

A list of Open Educational Resources will also be provided by the instructor to support student learning. Links to these resources will be provided on the first day of class.

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

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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.

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.

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TOPIC OUTLINE

Week	Topic	Dates
1	Introduction to Business Communication	Sept. 6
2	Before You Write	Sept. 11 & 13
3	Writing and Revising	Sept. 18 & 20
4	Direct Messages	Sept. 25 & 27
5	Direct/Indirect Messages	Oct. 2 & 4
6	Indirect Messages	Oct. 9 & 11
7	Reports/Meetings	Oct. 16 & 18
8	Nonverbal Communication, Active Listening	Oct. 23 & 25
9	MBTI assessment, Effective Conversations	Oct. 30 & Nov. 1
10	Oral Presentations/Student Presentations	Nov. 6 & 8
11	Student Presentations/Résumés and Professional Digital Presence	Nov. 13 & 15
12	Cover Letters/Employment Interviews	Nov. 20 & 22
13	Employment Interviews	Nov. 27 & 29
14	Review	Dec. 4 & 6
15	Final Exam	TBA