



**School of Business and Leadership**  
COMM 100 – Business Communications  
**CRN 30002**  
Term: Spring 2024  
Number of Credits: 3

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## COURSE OUTLINE

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**INSTRUCTOR:** Ninad Dhawle, PhD  
**TELEPHONE:** 8673363457  
**OFFICE LOCATION:** A2431  
**CLASS:** Moodle online course

**EMAIL:** [ninad.dhawle@yukonu.ca](mailto:ninad.dhawle@yukonu.ca)  
**OFFICE HOURS:** Tuesday 10am – 12am.  
**DATES:** May 01 to July 08, 2024  
**CLASS TIME:** Asynchronous delivery

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### 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. Students will study, develop, and deliver oral presentations.

### COURSE REQUIREMENTS

Prerequisite(s): None

### RELATED COURSE REQUIREMENTS

You will need to have access to a computer to complete some of the work for this course. Students will use their Yukon University email for communication with the instructor. There is an expectation that students will log into the Moodle site every week. Moodle is where students will find the course outline, weekly schedule, and course resources.

### LEARNING OUTCOMES

Upon 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 offered completely online with no scheduled classes (asynchronous). All students will follow a weekly schedule and complete the same module at the same time, but they may log-in and complete the work at any time during the week. Students are responsible for reviewing modules on their own and ask questions of the instructor during regular working hours. Modules, which may include readings, recordings, videos, and assignments 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 on Moodle as tools to support their course work. Email and frequent Moodle access are an important part of this course. The instructor will communicate through Yukon University email and Yukon College's Learning Management System (Moodle). Using online tools and resources is a required part of this course and will help students be successful in their learning.

Access to a computer and Microsoft Word 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.

### **ATTENDANCE AND COURSE ENGAGEMENT**

Course content will be provided on Moodle. Regular student participation with course materials is necessary for success in the course. Materials covered each week will be cumulative, and missing courses and coursework will put a student at a serious disadvantage. Writing skills will be practiced and assessed each week.

Your instructor has the discretion to treat each late assignment and missed test individually. All assignments will be submitted by deadline unless previous arrangements have been made in writing with the instructor.

### **ASSESSMENT**

#### **Assignments**

There are several small assignments after each module that make up 70% 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 two term assessments. The assessments occur at the end of the two modules:

1. You as a Business Communicator and Business writing Foundation
2. 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 30% of the course work.

### **EVALUATION:**

Assignments	70%
Final module assessments	30%
Total	100%

### **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.

### **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 and 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 because of a

visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition) should contact Accessibility Services for valuable resources or to arrange academic accommodations: [access@yukonu.ca](mailto:access@yukonu.ca).

**TOPIC OUTLINE– May 01 to July 08, 2024**

<b>Module</b>	<b>Topic</b>	<b>Weightage%</b>
<b>Module-1</b> You as a Business Communicator	Introduction to class community and course format; situating yourself as a business communication. Non-verbal communication	10%
<b>Module-2</b> Business Writing Foundations	Communication process. Before you write (anticipating audience, analyzing purpose, tips)	20%
	Writing Process 3x3.	
	Revising (editing, proofreading, evaluating, giving, and accepting feedback)	
	Research skills (information literacy, documentation, ethical referencing)	
<b>MID TERM ASSESSMENT</b>		<b>15%</b>
<b>Module-3</b> Business Writing in Action	Routine messages	20%
	Persuasive messages	
	Direct/Indirect Messaging	
	Bad news messages	
	Emails, letters, reports, proposals	
	Ethical referencing	
<b>Module-4</b> Business Presentation Foundations	Targeting presentations for different audiences and purposes	20%
	Developing presentations (outlining, researching, choosing aids)	
	Delivering presentations (verbal and nonverbal communication)	
	Student presentations, peer-observation, and self-reflection	
<b>END TERM ASSESSMENT</b>		<b>15%</b>
<b>TOTAL</b>		<b>100%</b>