



COURSE OUTLINE

COMM 192

BUSINESS COMMUNICATIONS

45 HOURS
3 CREDITS

PREPARED BY: Rita Koeller, Instructor

DATE: August 28, 2018

APPROVED BY: Rodney Hulstein, Acting Dean

DATE: August 30, 2018

APPROVED BY ACADEMIC COUNCIL: June 9, 2009

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



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BUSINESS COMMUNICATIONS

INSTRUCTOR:	Rita Koeller	OFFICE HOURS:	By Appointment
OFFICE LOCATION:		CLASSROOM:	T1030A
E-MAIL:	rkoeller@yukoncollege.yk.ca	TIME:	6:00-9:00 p.m.,
TELEPHONE:		DATES:	September 5 - December 20 Exam Date, TBD

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)

See B.C. Transfer Guide for any further transfer equivalency.

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 textbook 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.

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. Complete homework assignments
3. Contribute meaningfully to the online discussion board

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 5% deducted for every week 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: Homework, Discussion Board, and In-Class Participation	15%
Final Exam	20%
TOTAL	100%

TEXTBOOKS AND MATERIALS

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

Computers are available for use at the college labs; it is not required that you own a computer. However, you will need a USB flash drive or cloud storage system to transfer files between computers and home.

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.

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

Week	Topic	Core Reading
1	Introduction to Business Communication	
2	Before You Write	Chapter 2
3	Writing and Revising	Chapter 3
4	Direct Messages	Chapter 4
5	Direct/Indirect Messages	Chapter 5,6
6	Indirect Messages	Chapter 6,7
7	Nonverbal Communication, Active Listening	Chapter 1, Handouts
8	Workplace Diversity, Effective Conversations	Chapter 10
9	Oral Presentations	Chapter 11
10	Student Presentations	Chapter 11
11	Résumés and Professional Digital Presence	Chapter 12
12	Cover Letters and Peer Review	Chapter 12
13	Employment Interviews & Review	Chapter 13
14	Final Exam	