



COURSE OUTLINE

BUSC 200

BUSINESS COMMUNICATIONS 200

51 HOURS

2 CREDITS

PREPARED BY: Meg Walker, Instructor

DATE: December 10, 2018

APPROVED BY: Margaret Dumkee, Dean

DATE: December 13, 2018

APPROVED BY ACADEMIC COUNCIL



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BUSINESS COMMUNICATIONS 200

INSTRUCTOR: Meg Walker

TUTORIAL HOURS: Tuesdays 1 – 2:30 p.m., or by appointment as availability permits

OFFICE LOCATION: Zoom room <https://yukoncollege.zoom.us/j/470661213>

CLASSROOM & TIME: Online (asynchronous), with scheduled deliverables

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DATES: Jan 3 – March 19; Final Exam on March 19 at 9:00 a.m.

COURSE DESCRIPTION

This 51-hour credit course is an in-depth, practical course in writing everyday business email, letters, memorandums, and reports. Students will study the strategies of effective memo and letter writing and will then complete exercises practicing those strategies. They will plan and write specific types of positive, negative, and persuasive communications.

This course requires that the grammar and proofreading skills learned in Business Communications 100 be applied.

PREREQUISITES

Business Communications 100 with a mark of 70% or higher.

COURSE REQUIREMENTS

BUSC200 is a fully online course. Students must have consistent access to a reliable internet connection and a reliable computer with Microsoft Office software.

EQUIVALENCY OR TRANSFER

None

LEARNING OUTCOMES

Upon completion of the course, students should be able to produce, within 45 minutes, a letter that meets acceptable business principles and mailability standards. (See pg. 5 for a definition of mailability standards.)

Students should be able to plan, develop, organize, and write a variety of effective business memos, emails, letters and reports that achieve the following:

- Inform, request, and respond (direct strategy)
- Make routine requests (direct strategy)
- Respond positively (direct strategy)
- Carry negative news (indirect strategy)
- Persuade (logical and emotional appeals)
- Convey special messages (goodwill, sensitive)

Upon completion of the course, students should also be able to:

- Keep the reader in mind and present ideas positively
- Use appropriate tone, style, and writing technique
- Use precise verbs, concrete nouns, and vivid adjectives
- Write letters/memos that are concise and clear and that use advanced writing techniques including parallelism
- Make strategic use of the active and passive voice
- Use word processing skills to produce mailable, effectively formatted documents that are free of grammar, spelling, and punctuation errors
- Analyze the “communications process”; evaluate the effect of cultural values; and assess nonverbal, listening, and speaking skills in the communication process

DELIVERY METHODS/FORMAT

The course content is presented through asynchronous activities, including forums, instructional videos and other online activities. These will be accessed through our course website at www.moodle.yukoncollege.yk.ca.

Students will work through Chapters 1–9 in *Essentials of Business Communication (Ninth Canadian Edition)*.

There is a weekly tutorial period through a Zoom meeting room. Students are encouraged to bring questions, concerns, and insights to these weekly meetings, both for their own benefit and for the benefit of their fellow learners.

ASSESSMENTS

Attendance and participation

Regular student participation with the online materials is essential. The material covered in the teaching videos will be cumulative; missing any one of the weeks of coursework will put a student at a serious disadvantage. A large number of skills must be mastered, and specific information must be understood.

In an online course, physical attendance is replaced by each student spending time with instructional materials on the course Moodle site. Forum work is mandatory and graded. *Logging in to the site a minimum of 3 times per week is recommended.*

DEMONSTRATED LEADERSHIP: DISCUSSION FORUMS

(Discussion forums are worth a total of 20% of the final grade. Each week, the discussion board post will be marked out of five points.

To earn a full five points, the posting each week should:

- mention something from the week's readings (.5 point)
- relate new content to covered course material (.5 point)
- relate content to personal experiences (.5 point)
- critically analyze the content - posting should not be a summary of the reading (3 points)
- be grammatically correct and proofread for spelling errors. It counts in the real world, so it counts here too (.5 point)

*Extra points will be awarded for those who comment logically, respectfully, and in a timely fashion to the interesting and provocative comments of other students.

EXAM

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

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.

ASSIGNMENTS

Your instructor maintains the discretion to treat each situation of late assignments and missed tests individually.

All assignments must be submitted through the Moodle dropbox **by 10 p.m.** on the due date requested unless *previous* arrangements have been made *in writing* with the instructor.

Late assignments will lose 10% per day penalty for each of the first three days. No assignment will be marked after the three-day penalty period. The first “day” is the two-hour window between 10 p.m. and midnight on the due date.

If you feel you have a valid reason why you should not be subject to the penalty, it is your responsibility, as soon as you return, to inform your instructor. All late assignments that are submitted for grading purposes must be accompanied by a written explanation that includes the following:

- Your name
- Course name
- Reason for late (doctor’s note if applicable)
- Original due date
- Date submitted

If you know ahead of time that you will be absent, it is your responsibility to provide a written explanation to your instructor. Arrangements can then be made with your instructor for your assignment due dates.

Term Tests and Final Exam

There are three 1.5-hour term tests in this course. The course concludes with a three-hour final exam. Reference materials such as *The Gregg Reference Manual* and a dictionary may be used during the exam. The instructor will specify, in class, various writing strategies handouts that may be used during the term tests and final exam.

If you are unable to write a term test or the final exam for any reason, you must provide advance notice in order to have an opportunity to write at a later date. **A doctor’s note should be obtained if the reason for missing the assessment is illness. The final exam must be written within 3 days of your return. If no valid reason is given for missing a test, your mark for the test will be “0.”**

EVALUATION

In order to pass this course, students must obtain 70% or more in the course.

A final grade for the course will be assigned on the following basis:

Assignments	20%
Term Tests	20%
Forums	20%
Final Exam	<u>40%</u>
Final Mark	<u>100%</u>

GRADES ON TRANSCRIPT

For transcript purposes, percentage marks are converted into letter grades according to the following system:

A = 90–100

B = 80–89

C = 70–79

D = 60–69

F = under 60 Fail

TEXT AND MATERIALS

1. **Textbook:** Guffey, Loewy, and Almonte - *Essentials of Business Communication (Canadian Ed.), 9th Edition*, Nelson Thomson Learning, Scarborough, Ontario, 2019
2. A suitable **college-level dictionary**, such as the *Gage Canadian Dictionary* or *Merriam Webster's Collegiate Dictionary (Tenth Edition)*
3. A **reference manual:** *The Gregg Reference Manual (Ninth Canadian Edition)*, McGraw-Hill Ryerson, Toronto, ON, 2016

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PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper 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) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

"MAILABILITY" STANDARD

Letters and memos must have proper formats. Consult the Office Administration Formatting Handbook.

All your work in Business Communications 200 will be measured against a mailability standard. Mailability means free from errors—both human and machine. Original copies must be handed in; photocopies are not acceptable.

General appearance

Proper placement or balance of material on the page does not mean “true to an exacting measure” in all cases. For example, material may be slightly high or low on a page but not enough to make the letter nonmailable. Such a decision will be at the instructor’s discretion.

Grammar

Any violation of a well-established grammatical principle makes a letter nonmailable.

Instructions

If a particular company insists upon a policy or procedure, it should be followed. Specific instructions must not be altered. If a designated style or format is not followed, the result is nonmailable. Unless specific instructions are given, you may use full block, modified block, or modified block with indented paragraphs. You may use two-point punctuation or 0-point punctuation.

Omissions

An omission, such as a word or phrase in the body of a letter or the date in a letter, makes a job nonmailable.

Punctuation

Proper punctuation helps to ensure that a written communication is unmistakably clear at first reading. Inappropriate or incorrect punctuation makes the communication nonmailable.

Spelling

A single misspelled word or figure would make the finest letter, manuscript, report, or statement nonmailable.

Word Division and Capitalization

The generally accepted rules for capitalization and word division must be observed in order to produce mailable material. Be sure your notes or textbook from BUSC100 when you have questions. You have a collection of excellent resources at your fingertips from that class. Use them well.