



**COURSE OUTLINE**

**COMM192**

**Business Communications (online)**

**45 HOURS  
3 CREDITS**

PREPARED BY: Colleen Grandy, Instructor

DATE: November, 2017

APPROVED BY: Margaret Dumkee, Dean

DATE: November, 2017

APPROVED BY ACADEMIC COUNCIL: June, 2009



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**BUSINESS COMMUNICATIONS (online)**

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<b>INSTRUCTOR:</b>	Colleen Grandy
<b>OFFICE HOURS:</b>	By Appointment
<b>OFFICE LOCATION:</b>	TBA
<b>CLASSROOM &amp; TIME:</b>	Online (asynchronous), with scheduled deliverables
<b>DATES:</b>	January 3 - April 25, Exam TBD
<b>TELEPHONE:</b>	(867) 668-8834
<b>E-MAIL:</b>	<a href="mailto:cgrandy@yukoncollege.yk.ca">cgrandy@yukoncollege.yk.ca</a>

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**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.

**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

## DELIVERY METHODS

Students do NOT need to connect at specific times, but coursework must be completed on a set schedule. Students will access and complete coursework online.

Topics will be covered through online lessons found on our course website at <https://www.yukoncollege.me/>. Written and oral responses to these online lessons will be used to facilitate online discussion and ground theory in real world examples. Students will be 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, modules using video, print visuals, and audio will be employed.

Email and frequent internet access are an important part of this course. The instructor will communicate through the assigned Yukon College email addresses and our yukoncollege.me course website. The use of our yukoncollege.me course website is mandatory.

## ASSESSMENTS

### Demonstrated Leadership: Discussion Board

Discussion board posts are worth a total of 25% 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.*

## Assignments

There are seven assignments that make up 55% of the final mark in this course. The assignments are related to the material covered in weekly online lessons and textbook. They will demonstrate the students' abilities to apply key course concepts.

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 and submit via Moodle or email.

## 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.

## EVALUATION

Assignment/ Exam Breakdown	% of Final Mark
Assignments	55%
Demonstrated Leadership: Discussion Forum	25%
Final Exam	20%
<b>TOTAL</b>	<b>100%</b>

## 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 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.

## **REQUIRED TEXTBOOKS/MATERIALS**

Guffey, Mary Ellen. (2016) Essentials of Business Communication (8<sup>th</sup> 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.

## **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](http://www.yukoncollege.yk.ca/yfnccr).

## **ACADEMIC ACCOMODATION**

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](mailto:lassist@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	Chapter 13
14	Review	
15	Final Exam	