



**School of Business and Leadership**  
**JS 100 Job Search Strategies**  
**Hyflex Delivery**  
**CRN 20081**  
**Term: Winter 2024**  
**Number of Credits: 1.5**

## **COURSE OUTLINE**

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**INSTRUCTOR:** Deanna McNaught  
**EMAIL:** [dmcnaught@yukonu.ca](mailto:dmcnaught@yukonu.ca)  
**OFFICE HOURS:** by appointment  
**CLASSROOM:** A2702 and on Zoom (simultaneously in person and on Zoom)  
**CLASS TIME:** 1:00 pm to 2:20 pm, Tuesdays and Thursdays  
**DATES:** January 4 to March 7, 2024 – Final Exam, March 11, 2024

## **COURSE DESCRIPTION**

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

This course requires that students apply the grammar and proofreading skills presented in BUSC 100.

## **COURSE REQUIREMENTS**

Prerequisite(s): BUSC 100 with a mark of 70% or higher.

## **RELATED COURSE REQUIREMENTS**

BUSC 200 is a hyflex course where some students will be online and others will be in person at the same time. Online students must have consistent access to a reliable internet connection and a reliable computer with Microsoft Office software.

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.

**EQUIVALENCY OR TRANSFERABILITY**

None

**LEARNING OUTCOMES**

Upon completion of the course, students will be able to produce business correspondence that meets acceptable business principles and best practices.

Students will 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)
- Respond positively (direct strategy)
- Carry negative news (indirect strategy)
- Carry negative news (indirect strategy)
- Persuade (logical and emotional appeals)
- Convey special messages (goodwill, sensitive)

Upon completion of the course, students will also be able to do the following:

- Keep the reader in mind and present ideas positively
- Use appropriate tone, style, and writing techniques
- Write business correspondence that is concise and clear and use advanced writing techniques
- Make strategic use of the active and passive voice
- Use word processing skills to produce 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

**COURSE FORMAT**

The course content is presented through instructor interaction, learning activities, and group work. These will be accessed through our course website at [www.moodle.yukonu.ca](http://www.moodle.yukonu.ca). A weekly schedule and course outline will be presented on Moodle for students to review.

There is no textbook to purchase for this course. Students will have access to Arley Cruthers' open educational resource entitled *Business Writing for Everyone*, which will be provided on Moodle when the course begins.

### **ATTENDANCE AND COURSE ENGAGEMENT**

Course content will be provided on Moodle. Regular student participation with the class discussions and 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.

### **EVALUATION**

Weekly Assignments (6 x 10% each)	60%
Midterm Assignment	20%
Final Assignment	20%
Total	100%

To pass this course, students must obtain 60% or higher.

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.

### **YUKON FIRST NATIONS CORE COMPETENCY**

Yukon University 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 University program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukonu.ca/yfnccr](http://www.yukonu.ca/yfnccr) to complete this online, self-directed course.

### **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).