



School of Business and Leadership
BUSC 200
Business Communications
Term: Winter, 2023
Number of Credits: 2

Course Outline

INSTRUCTOR: Christina Thomas

OFFICE HOURS: 1 – 1:30 p.m., Tues. & Thurs.

OFFICE LOCATION: Online (Zoom)

CLASSROOM: Online (Moodle)

E-MAIL: cthomas@yukonu.ca

TIME: 11:00 a.m. – 12:00 p.m., Tues. & Thurs.

TELEPHONE: see course page

DATES: January 5 – March 7, Final Exam March 10 1-4 p.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 applying those strategies. They will plan and write specific types of positive, negative, and persuasive communications.

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

COURSE REQUIREMENTS

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

RELATED COURSE REQUIREMENTS

BUSC 200 is a fully online course. Students must have consistent access to a reliable internet connection and a reliable computer with Microsoft Office software.

Students must use their Yukon University email for communication with the instructor and must reply to emails within one working day. Logging in to the course website at least three times per week is required.

EQUIVALENCY OR TRANSFERABILITY

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. 3 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

COURSE 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.yukonu.ca.

Students will work through Chapters 1–9 in *Essentials of Business Communication (10th Canadian Edition)*.

There are two weekly tutorial periods through Zoom. Students are encouraged to bring questions, concerns, and insights to these meetings, both for their own benefit and the benefit of others.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Yukon College’s Learning Management System (Moodle). Using online tools and resources is a required part of this course.

EVALUATION

Attendance & Participation

Course content will be delivered online activities including discussion forums. Regular student participation with the online materials is essential. Material covered in the teaching videos will be cumulative; missing any segment of coursework will put a student at a serious disadvantage. A large number of skills must be mastered, and specific information must be understood.

Assignments

Demonstrated Leadership: Discussion Forums

Discussion forums are worth a total of 15% of the final grade. Each week, your discussion board post will be marked out of five points.

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

www.yukonu.ca

- 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 free of spelling errors. It counts in the real world, so it counts here too (.5 point)

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.

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.

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

Other

Mailability standard

All your work in Business Communications 200 will be measured against a mailability standard. Mailability means free from errors—both human and machine. Letters and memos must have proper formats. Consult the Office Administration Formatting Handbook.

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 are followed

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 used to produce mailable material. Refer to your textbook from BUSC100 when you have questions. Use the excellent resources from that class.

TESTS

There are three 1.5-hour term tests in this course. The course then concludes with a three-hour final exam.

Test and exam material is cumulative in nature. They will demonstrate student proficiency in the course material. The final exam is worth 30% of the final mark.

A dictionary and *The Gregg Reference Manual* may be used during the term tests and final exam. The instructor will provide writing strategies handouts that may be used during the term tests and final exam.

EVALUATION

Assignments	30
Term Tests	25
Forums	15
Final Examination	30%
Total	100%

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

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

www.yukonu.ca

TEXTBOOKS & LEARNING MATERIALS

1. **Textbook:** Guffey, Loewy, and Almonte. *Essentials of Business Communication (Canadian Ed.)*, 10th Edition, Nelson Thomson Learning, Scarborough, Ontario, 2022
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. Most students have already purchased this manual for their WP120 and BUSC100 classes in the Fall semester.

Access to a computer and word processing software 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.

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