School of Business and Leadership
COMM 100 – Business Communication
Asynchronous Online Delivery
CRN 20050
Term: Winter 2024
Number of Credits: 3

COURSE OUTLINE

INSTRUCTOR:	Deanna McNaught
EMAIL:	dmcnaught@yukonu.ca
OFFICE HOURS:	by appointment
CLASS:	Moodle online course
CLASS TIME:	Asynchronous delivery
DATES:	January 4 to April 9, 2024

COURSE DESCRIPTION

In this course, students explore the written and oral skills needed to communicate in diverse organizational and cultural contexts. Students will build a strong foundation in written business communication, and then they will research, create, and adapt documents to achieve strategic, professional goals. Awareness of audience and clarity of purpose will be stressed as integral aspects of effective communication. Students will study, develop, and deliver oral presentations.

COURSE REQUIREMENTS

None

RELATED COURSE REQUIREMENTS

You will need to have access to a computer to complete some of the work for this course.

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.

LEARNING OUTCOMES

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

• Identify and discuss the skills needed to communicate effectively in diverse organizational and cultural contexts
• Apply the writing process, including outlining, drafting, revising, editing, and proofreading to professional business messages
• Choose and apply channels of communication that best align with the strategic goals of various professional communications
• Write effective business messages consistent with professional writing standards in a variety of practical situations
• Research and reference basic, professional documents using source material ethically and critically
• Develop and deliver purposeful, audience-oriented presentations

COURSE FORMAT

This course is offered completely online with no scheduled classes (asynchronous). All students will follow a weekly schedule and complete the same module at the same time, but they may log-in and complete the work at any time during the week. Students are responsible for reviewing modules on their own and ask questions of the instructor during regular working hours. Modules, which may include readings, recordings, videos, and assignments will be posted on YukonU's Learning Management System (Moodle).

Students will work individually to complete written and oral communication work. Students are encouraged to use the resources provided on Moodle as tools to support their course work.

Email and frequent Moodle access are an important part of this course. The instructor will communicate through Yukon University email and Yukon College's Learning Management System (Moodle). Using online tools and resources is a required part of this course and will help students be successful in their learning.

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.

ATTENDANCE AND COURSE ENGAGEMENT

Course content will be provided on Moodle. Regular student participation with 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.

ASSESSMENT

Assignments
There are several small assignments that make up 55% of the final mark in this course. The assignments are related to the material covered in class. They will demonstrate students' abilities to apply key course concepts.

Final Module Assessments
There are three module assessments. The assessments occur at the end of each of the three main modules: Business Writing Foundations, Business Writing in Action, and Business Presentation Foundations. Each successfully completed assessment will demonstrate student proficiency in the course material for the corresponding module. Each module assessment is worth 15% for a total of 45% of the course work.

EVALUATION

Assignments	55%
Final module assessments	45%
Total	100%

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 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.

TOPIC OUTLINE

Module	Topic
1 **You as a Business Communicator**	Introduction to class community and course format; situating yourself as a business communicator
2 **Business Writing Foundations**	Before you write (anticipating audience, analyzing purpose, tips)
	Writing (constructing effective sentences)
	Revising (proofreading, editing, giving, and accepting feedback)
	Research skills (information literacy, documentation, ethical referencing)
3 **Business Writing in Action**	Choosing communication channels
	Routine messages
	Persuasive messages
	Bad news messages
	Short reports
4 **Business Presentation Foundations**	Targeting presentations for different audiences and purposes
	Developing presentations (outlining, researching, choosing aids)
	Delivering presentations (verbal and nonverbal communication)
	Student presentations, peer-observation, and self-reflection