



School of Business and Leadership
COMM 100, CRN 10268
Business Communication
Term: Fall 2022
Number of Credits: 3

Course Outline

INSTRUCTOR: Donna Miller Fry

OFFICE HOURS: Mon. and Wed. 8:30 to 10 a.m.

OFFICE LOCATION: TBD

CLASSROOM: T1030A

E-MAIL: dfry@yukonu.ca

TIME: 10:30 a.m. – noon, Monday and Wednesday

TELEPHONE:

DATES: September 7 to December 5, 2022

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 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. In addition, students will study, develop, and deliver oral presentations.

COURSE REQUIREMENTS

Prerequisite(s): None

RELATED COURSE REQUIREMENTS

Regular access to PC computer (laptop or desktop) with reliable internet connection.

Email and regular, frequent internet access are an essential part of this course. Using the Moodle course website is mandatory.

EQUIVALENCY OR TRANSFERABILITY

None

LEARNING OUTCOMES

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

- 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 face-to-face, with online resources. The regular, scheduled class times are Monday and Wednesday from 10:30-12:00 in T1030A. Students are responsible for reviewing modules on their own ahead of scheduled online class times. These course modules – which may include readings, recordings, and videos – will be posted on Moodle.

In addition to scheduled classes, students will work individually to complete written and oral communication work. Deadlines for assigned work are firm, to reflect the expectations that students will experience in typical professional contexts.

Students are encouraged to use the resources provided in class as tools to support their course work. The instructor will aim to keep the course material interactive and varied.

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

Assignments

There are several small assignments that together 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 Unit Assessments

An assessment occurs 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 unit. Each unit assessment is worth 15% for a total of 45% of the course work.

Assignments	55 %
Final unit assessments	45 %
Total	100%

COURSE WITHDRAWAL INFORMATION

Refer to the YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

There is no textbook to purchase for this course.

This course uses an Open Educational Resource (OER) textbook. A link to the text is on the course Moodle page. This textbook is free. Students are encouraged to download the text in order to access it easily on their own computers at any time. Students are permitted, but not encouraged, to print the textbook. Most students choose not to because the cost of printing 200+ pages is prohibitive.

Additional readings will be provided online.

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.

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 University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Unit	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
4 Short Reports	Short reports
	Ethical referencing
5 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