

	<b>School of Business and Leadership</b>
	<b>COMM 100-001 / CRN 20047</b>
	<b>Business Communication</b>
	Term 2024-02 (Winter 2025) Number of Credits: 3
<b>Course Outline</b>	

**INSTRUCTOR:** Christy Huey

**CLASSROOM:** T1030A

**OFFICE LOCATION:** TBD

**TIME:** 10:30 am - 11:50 am Tuesday & Thursday

**OFFICE HOURS:** By Appointment

**DATES:** Jan. 6th – Apr. 10<sup>th</sup>, 2025

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**TELEPHONE:** (867) 336-4839

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

## **COURSE REQUIREMENTS**

Prerequisite(s): None

## **RELATED TO 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**

Receiving institutions determine course transferability. Find further information at: <https://www.yukonu.ca/admissions/transfer-credit>

## **LEARNING OUTCOMES**

Upon successful 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 Face -to -face, in a blended format. The regular, scheduled class times are Tuesday and Thursday from 10:30-11:50 am. 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 with the expectations that students will adhere to professionally.

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 University’s Learning Management System (Moodle). Using online tools and resources is a required part of this course.

**EVALUATION**

**Assignments**

There are several online on Moodle, small assignments and reflections that together make up 55% of the final mark in this course. 45% of the remaining would be based on in-class participation and assignments. The assignments are related to the material covered in class. They will demonstrate students’ abilities to apply key course concepts.

**Unit Assessments & In class Participation**

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.

Assignments and Reflections	70 %
In class activity participation & Unit assessments	30 %
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 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.

## **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](mailto:access@yukonu.ca).

## TOPIC OUTLINE

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