

	School of Business and Leadership
	COMM 100-002, CRN 20048 Business Communication
	TERM 2024-02 / Winter 2025 Number of Credits: 3
Course Outline	

INSTRUCTOR: Priyank Thatté

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DATES: Jan 06 to Apr 11, 2025

METHOD: Online Synchronous

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

COURSE EXPECTATIONS

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

Knowledge of Microsoft Office products – Word and PowerPoint, or equivalent alternatives, is required. As a Yukon University student, you have access to Microsoft Office 365. Please see the [IT help page](#) for instructions on how to access Office 365 and download Word on your personal device.

Use of YukonU email for communication with the instructor. Regular, frequent internet access is an essential part of this course. Use of Moodle to access course content is mandatory. There is an expectation that learners will log into the Moodle site every week. Course materials, deadlines, resources, and assignments are found on Moodle.

For the final module (Presentation foundations), learners will be asked to submit presentations in an audio-video format with a recording of them doing the presentations.

Learners are expected to make all submissions by deadline. It is therefore expected that learners will develop a system to track and meet deadlines.

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: Online Asynchronous

This course is offered completely online with no scheduled classes (asynchronous). All learners will follow a weekly schedule and complete the same module at the same time. Learners may log-in and complete the work at any time during the week. Learners 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).

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

The instructor will communicate through Moodle. Using online tools and resources is a required part of this course and will help learners be successful in their learning.

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.

The course will progress in modules of 2 weeks at a time.

Week 1 Monday: A new module opens. Course material will be posted on Moodle.

Week 2 Friday: Module closes. Module submissions due.

For example, the first Module – You as a business communicator – will be opened on Moodle on Monday January 6, 2025. This module will close on Friday January 17, 2025. Submissions for this module are due when the module closes. A new module will open the following week.

ASSESSMENTS AND EVALUATION

Assignments and Reflections

There are several small assignments and reflections 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.

Module Assessment Exams

45% of the remaining final mark is based on module assessments. A module assessment occurs at the end of each of modules 2, 3, and 4.

There is no module assessment at the end of module 1. Each successfully completed assessment will demonstrate students' proficiency in the course material for the corresponding unit. Each module assessment is worth 15%, for a total of 45% of the course work.

Small Assignments and Reflections	55 %
Module assessments	45 %
Total	100%

Submission deadlines

Learners are expected to make all submissions by deadline unless previous arrangements have been made in writing with the instructor. The instructor has the discretion to treat each late submission and missed deadline individually.

Missed submissions will receive a zero. Late submissions will be subject to penalty as follows: 5% deduction if submitted up to 3 hours late. After that, 10% deduction for each day or partial day late for a maximum of 50% deduction.

Academic Concessions

If a learner must miss a submission, they should email the instructor as soon as possible, preferably in advance but in all cases within 24 hours of the deadline. Valid grounds to request academic concession include medical circumstances, compassionate grounds, and conflicting responsibilities. The default concession is to complete missed submission for a later deadline decided by the instructor in consultation with the learner. Concession requests for which the default concession is not adequate will be reviewed by the instructor on a case-by-case basis. In all instances, the academic standards of the course will be maintained

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.

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.

COURSE OUTLINE

Module	Topic	Dates
1 (2 weeks) You as a Business Communicator	Introduction to class and course Situating yourself as a business communicator. Introduction to the communication model	Jan 6 – Jan 17
2A (2 weeks) 2B (2 weeks) Business Writing Foundations	Critical thinking and structuring arguments Audience analysis Communication channels and models Research skills	Jan 20 – Jan 31 Feb 03 – Feb 14
	Winter Reading Week	Feb 17 – Feb 21
3A (2 weeks) 3B (2 weeks) Business Writing in Action	Plain language Written communication types Persuasion techniques Organization in writing	Feb 24 – Mar 07 Mar 10 – Mar 21
4 (2 weeks) Business Presentation Foundations	Tailoring for audiences and purposes Presentation aids Presentation approaches Delivering presentations	Mar 24 – Apr 04
	Final Presentation	Apr 7 – Apr 11