

	School of Business and Leadership
	COMM 100-002, CRN 20049 Business Communication
	TERM: Fall 2024 Number of Credits: 3
Course Outline	

INSTRUCTOR: Priyank Thatté

METHOD: Online Synchronous

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

OFFICE HOURS: By appointment

DATES: Sep 05 to Dec 05, 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 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

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

Students will use their YukonU email for communication with the instructor. Regular, frequent internet access is 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:

- 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 in a completely online synchronous 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.

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.

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 Assessments

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: Business Writing Foundations, Business Writing in Action, and Business Presentation Foundations. 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%

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.

TOPIC OUTLINE

Unit	Topic
<p style="text-align: center;">1</p> <p>You as a Business Communicator</p>	Introduction to class community and course format; situating yourself as a business communicator
<p style="text-align: center;">2</p> <p>Business Writing Foundations</p>	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)
<p style="text-align: center;">3</p> <p>Business Writing in Action</p>	Choosing communication channels
	Routine messages
	Persuasive messages
	Bad news messages
	Short reports
	Ethical referencing
<p style="text-align: center;">4</p> <p>Business Presentation Foundations</p>	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