

ABEN 103 Communications

4 Credits, 65 hours

Development of effective writing and reading skills with progression to oral and written communication including listening skills, presentations, giving and receiving feedback, business writing including letters, memos and reports.

Prerequisite: ABEN 100 or consent of the Program Chair

Instructor

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Office Hours

Office hours are flexible. Email or text your instructor to arrange a telephone or online meeting time.

Online Delivery: iLearn.Keyano.ca

Required Resources

Business Communication Essentials, Boyee, Thill, and Scribner, 4th Canadian edition. Pearson Canada, ISBN 0133948218.

MyBCommLab – A MyBCommLab access code is required to complete course work.

Other supplies: Computer with internet connection and a headset with microphone.

Course Outcomes

At the completion of the course, students will be able to:

- Apply communication process models to effectively and ethically communicate as a professional with various target audiences.
- Demonstrate effective communication using selected media.
- Communicate information in a manner appropriate to the content and audience.
- Engage in the three steps of the writing process (planning, writing, and completing) for all business messages.
- Write effective short business messages (e.g. letters, memos, e-mails) in an appropriate business format.
- Write a proposal and short business report in an appropriate business format.
- Prepare and deliver a professional oral presentation.
- Apply English grammar rules to oral and written communication.

Evaluation

	Title	Value
Assignment #1	Ethnical Communication	20%
Assignment #2	Mission & Vision Statements	10%
Assignment #3	Persuasive Letter to Investor	20%
Assignment #4	Business Plan - Draft #2 & Oral Business Presentation	30%
Grammar Post-Test		5%
Online activities & discussion forums		15%
	<i>Course Total</i>	100%

The minimum pre-requisite for progression is 1.7 (refer to Grading System on following page)

Grading System

Descriptor	4.0 Scale	Percent
Excellent	4.0	96 – 100
	4.0	90 – 95
	3.7	85 – 89
Good	3.3	81 – 84
	3.0	77 – 80
	2.7	73 – 76
Satisfactory	2.3	69 – 72
	2.0	65 – 68
	Minimum Prerequisite	60 – 64
Poor	1.3	55 – 59
Minimum Pass	1.0	50 – 54
Failure	0.0	0 – 49

Proposed Schedule of Topics

	Topic	Graded Items
Week 1 Oct. 1 - 7	Business Communications Foundations	Assignment 1 (20%) Ethical Communication Grammar Post-Test (5%) Online Activities
Week 2 Oct. 8 - 14	The Three Step Writing Process	Assignment 2 (10%) Mission & Vision Statements Online Activities
Week 3 Oct. 15 - 21	Brief Business Correspondence	Assignment 3 (20%) Persuasive Letter to Investor Online Activities
Week 4 Oct. 22 - 30	Longer Business Messages	Assignment 4 (30%) Business Plan Draft #2 with Oral Business Presentation Online Activities

Please Note:

Date and time allotted to each topic is subject to change.

Performance Requirements

Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

Laboratory Safety

In the science laboratories, safety is important.

Students must complete the *WHMIS for Students* online training course on Moodle before entering the science laboratories.

Students must comply with the mandatory laboratory safety rules for this course as provided in the laboratory manual. Failure to do so will result in progressive discipline such as a verbal warning, refused entry into the laboratory, or suspension from the College.

Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on ilearn.keyano.ca. Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

Specialized Supports

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre and Wellness Services, work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 9:00 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Text Anxiety. Individual appointments can be made by calling 780-791-8934.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.