

**BUS 100E, Business Communications**

*3 Credits, 3 hours per week*

From memos and letters to short informal reports, this course reviews the basics of business writing format and technique. It offers a complete refresher on grammar, punctuation, and sentence structure, as well as a brief introduction to the art of speech making. Course content includes the following: concise, direct written expressions, sentence clarity and variety, effective research strategies, short informal reports, and brief oral presentations that achieve results. This course provides an opportunity to brush up your writing and business communication skills before proceeding to more advanced classes.

*Prerequisite: English 30/30-1 or 33/30-2*

**Instructor**

Cynthia O'Donnell, EdD

S113A

Phone number

Work: 780-791-8946

Home: 780-743-0253

Cell: 780-799-9934

[cynthia.odonnell@keyano.ca](mailto:cynthia.odonnell@keyano.ca)

**Office Hours–**

Monday 12:00–12:50

Tuesday 12:00 –12:50

5:30 – 6:30

Wednesday 12:00 –12:50

Thursday 12:00 –12:50

**Hours of Instruction****BUS 100E**

Tuesday 6:30–9:30 (on Microsoft Teams)

**Required Resources*****Essentials of Business Communication (Ninth Canadian Edition)***

Mary Ellen Guffy, Dana Loewy, & Richard Almonte

Nelson Education

ISBN: 13: 978-0-17-672124-4

**Olds College OER Development Team. (2015). Professional Communications OER. Olds, Alberta: Campus Alberta. Retrieved from <http://www.procomoer.org/> (Modules 1 & 2 only). Note that Open Educational Resources are free to download.**

**Course Outcomes**

Upon successful completion of this course, the student shall be able to:

- Select and use appropriate communication means and methods as required in everyday business settings. The following concepts, skills, and issues are used to support this Outcome:
  - Identify and understand the communication process in order to express and interpret a message clearly.
  - Analyze audience's needs and apply an effective strategy to meet them.
  - Select appropriate channel for intended message.
- Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence. The following concepts, skills, and issues are used to support this Outcome:
  - Identify common writing mechanics and style errors within a previously written document.
  - Process business documents to meet North American standards of grammar, punctuation, and usage.
  - Process business documents by applying "Plain English" principles to achieve clarity and concision.
- Compose, format, and write effective professional electronic and paper documents for business which include business letters, memos, emails, and informal research reports. The following concepts, skills, and issues are used to support this Outcome:
  - Design and format business documents using Microsoft Office Suite to reflect standards of professionalism.
  - Write and format effective direct and indirect business letters and emails.
  - Compose, write, and format an informal report.
- Retrieve information from web and library catalogues for research in academic and business settings. The following concepts, skills, and issues are used to support this Outcome:
  - Select and use appropriate search and meta-search engines, directory, and online databases to retrieve information.
  - Apply effective search tools to retrieve relevant data.
  - Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.
  - Explain the relevance of using peer-reviewed scholarly sources located in library databases.
- Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts, skills, and issues are used to support this Outcome:
  - Define plagiarism and explain how proper referencing can prevent plagiarism in academic and business settings.
  - Apply APA documentation to construct in-text citations and reference pages in a short report.
  - Apply effective use of lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
- Present oneself professionally in writing and conversation in job search settings. The following concepts, skills, and issues are used to support this Outcome:
  - Identify personal job-related skills.
  - Design and compose a visually attractive resume appropriate for a particular job in a targeted company.
  - Compose an effective application letter that targets a particular company and job.
  - Participate as both an interviewer and as a candidate in mock job interviews.
- Design and execute a professional oral business presentation. The following concepts, skills, and issues are used to support this Outcome:
  - Identify audience and determine relevant subject, purpose, and approach for an oral presentation.

- Apply appropriate strategies for organizing presentation content.
- Use Microsoft PowerPoint to create an effective visual aid to support presenter’s information.
- Identify common public speaking anxieties and apply techniques to overcome them.
- Present a professional oral presentation in front of an audience.

**Evaluation**

In-Class Tests	10%
Memo Assignment	10%
Letter or Memo Assignment (Team Project)	10%
Mid-Term Exam	15%
Short Report (Team Project)	10%
Résumé and Letter of Application	10%
Online Quizzes	10%
Moodle Forums & Class Activities	5%
Team PowerPoint Slides/Presentation	5%
Final Examination	15%
<b>TOTAL</b>	<b>100%</b>

*The minimum standard for passing this course is a grade of D (50%).*

**Assignments**

All assignments must be submitted on Moodle, as well as retained in electronic format in students’ files. I highly recommend that students purchase a flash drive to store course assignments in easily accessible format. Note that you may be asked to post copies of your online activities on the Forum/Discussions board or Upload sites on Moodle. Participation on Moodle is a required component of the course. Please pay careful attention to the information on Academic Misconduct and Discipline for behavior such as cheating or plagiarism. The penalty for such behaviour is zero on the assignment and no opportunity to resubmit the assignment.

**Due Dates**

Late assignments will be penalized 10% per day. No late assignments will be accepted once the instructor has marked and returned the assignment in question (unless there are extenuating circumstances such as illness or death in the family).

**Exams**

**Students must achieve an overall average of 50% (D) in the course to pass.**

**Teaching and Learning Methodologies**

A wide variety of teaching and learning methodologies are used to appeal to a broad range of learning styles such as Visual, Auditory, Read/Write, Kinesthetic/Tactile, and Multimodal learners. Lectures, PowerPoints, videos, research and writing projects, team activities, student presentations, social media explorations, career fairs, and field trips are all used in the class.

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory <b>Progression</b>	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
Min Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

**Proposed Schedule of Topics**

Class Schedule: See the class schedule, topics, and readings as attached.

**Please Note:**

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

**Course Schedule****WEEK 1:  
(Jan. 11-15)****TOPICS****No classes on Jan. 5**

Communicating in the Digital Age Workplace

**READINGS**

Chapter 1, *Essentials of Business Communication*  
Module 1, *OER*

**ASSIGNMENTS****Diagnostic Pre-Test of English Skills (pp. 359-363), *Essentials of Business Communication***

Review Exercises A-Nouns, p. 365, & Grammar/Mechanics Checkup-1, pp. 365-366, *Essentials of Business Communication*

Grammar Review and all Exercises, pp. 363-417, *Essentials of Business Communication*, (Work on exercises over the next few weeks.)

**PowerPoint Presentation (Team Activity)****WEEK 2:  
(Jan. 18-22)****TOPICS**

Planning Your Message

Number Style

Confusing Words and Frequently Misspelled Words

**READINGS**

Chapters 2, *Essentials of Business Communication*  
Module 2, *OER*  
pp. 412-415, *Essentials of Business Communication*

**ASSIGNMENTS****Diagnostic Test A (Do on Moodle.)**

Review Exercises B-Pronouns, p. 369, & Grammar/Mechanics Checkup 2, pp. 369-370, *Essentials of Business Communication*

**Assignment #1: Memo of Introduction to Instructor** (Instructions available on Moodle.)

**Due Date: Tues., Jan. 26 (BUS 100E). Upload to Moodle.**

**WEEK 3:  
(Jan. 25-29)**

**TOPICS**

Organizing and Drafting Your Message  
Grammar, Punctuation, Mechanics and Spelling

**READINGS**

Chapters 3, *Essentials of Business Communication*

**ASSIGNMENTS**

Cumulative Editing Quiz 1, p. 370, Review Exercises C & D-Verbs, pp. 374-375, & Grammar/Mechanics Checkup-3, p. 375, *Essentials of Business Communication*

**Assignment #1 Due.**

**WEEK 4:  
(Feb. 1-5)**

**TOPICS**

Revising Your Message  
A Guide to Document Formats  
Documentation Formats and Overview

**READINGS**

Chapter 4, *Essentials of Business Communication*  
Appendix A, pp. 327-335, *Essentials of Business Communication*  
Appendix C, pp. 339-348, *Essentials of Business Communication*

**ASSIGNMENTS****Diagnostic Test B (Do it on Moodle.)**

Cumulative Editing Quiz 2, pp. 375-376, Grammar/Mechanics Checkup-4, p. 378, & Review Exercise F—Prepositions and Conjunctions, pp. 380-381, *Essentials of Business Communication*

**WEEK 5:**  
(Feb. 8- 12)

**TOPICS**

Daily Workplace Writing Channels  
Style in Writing

**READINGS**

Chapter 5, *Essentials of Business Communication*  
Appendix D, Style in Writing, pp. 349-357, *Essentials of Business Communication*

**ASSIGNMENTS**

Writing Improvement Exercises, pp. 355-357, *Essentials of Business Communication*  
Grammar/Mechanics Checkup—5, pp. 381-382, Cumulative Editing Quiz 3, p. 382, & Review Exercise G—Commas 1, p. 384, *Essentials of Business Communication*

**Assignment #2: One of the following: 5.5, Information Request: Culture Vultures Seeking Adventure; 5.6, Information Request: Meeting in Haines Junction at the Dalton Trail Lodge; or 5.8, Information Request: Backpacking Cuisine (Assignment Instructions available on Moodle.)**  
**Due Date: Tues., Feb. 23 (BUS 100E) Upload to Moodle.**

**WEEK 6:**  
(Feb. 15-19)

**Monday, Feb. 15, Family Day (No classes)**  
**READING DAYS (No classes)**  
**Tues., Feb. 16-Fri., Feb. 20 (inclusive)**

**WEEK 7:**  
(Feb. 22-26)

**TOPICS**

Persuasive Writing Situations  
**Library Orientation Activity (In-Class Mark)**  
**APA Documentation and Recent Changes**

**READINGS**

Chapter 6, *Essentials of Business Communication*

**ASSIGNMENTS**

**Grammar Post-Test: Week 8 (Mar. 2)**  
Grammar Mechanics Checkup—6, pp. 384-385, and all remaining exercises at the end of the textbook, *Essentials of Business Communication*  
**Assignment #2 Due.**

**WEEK 8:**  
(Mar. 1-5)

**TOPICS**

Negative Writing Situations

**READINGS**

Chapter 7, *Essentials of Business Communication*

**ASSIGNMENTS**

**Grammar Post-Test on Mar. 2 (Do on Moodle).  
Study for Mid-Term Examination: Week 9 (Mar. 9)**

**WEEK 9:  
(Mar. 8-12)**

**MID-TERM EXAMINATION—1 to 1 1/2 HRS.**

**Tues., Mar. 9**

**TOPICS**

Informal Reports

**READINGS**

Chapter 8, *Essentials of Business Communication*

**ASSIGNMENTS**

**Assignment #3: Short Report, Travel Opportunities: Team Report Comparing Three Destinations for an Employee Incentive Program or Alternative Topic (Instructions available on Moodle.)  
Due Date: Fri., Mar. 19 (BUS 100E). Upload on Moodle.**

**WEEK 10:  
(Mar. 15-19)**

**TOPICS**

Communicating Professionally in Person

**READINGS**

Chapter 10, *Essentials of Business Communication*

**ASSIGNMENTS**

**Short Reports Due on Fri., Mar. 19 instead of Tuesday (to give your teams a little extra time).**

**WEEK 11:  
(Mar. 22-26)**

**TOPICS**

The Job Search, Résumés, and Cover Letters

**READINGS**

Chapter 12, *Essentials of Business Communication*

**ASSIGNMENTS**

**Assignment #4: Individual Résumés and Cover Letters  
Due Date: Tues., Mar. 30 (BUS 100E)**

**WEEK 12:**  
**(Mar. 29-Apr. 2)**

**TOPICS**

**Fri., Apr. 2, Good Friday Holiday (No classes)**  
Interviews and Follow-Up

**READINGS**

Chapter 13, *Essentials of Business Communication*

**ASSIGNMENTS**

**Behaviour Descriptive Interview Questions**  
**Mock Interviews with Friends/Classmates/Family Members**  
**Assignment #4 due.**

**WEEK 13:**  
**(Apr. 5-9)**

**TOPICS**

**Mon., Apr. 5, Easter Monday Holiday (No classes)**  
Business Presentations

**READINGS**

Chapter 11, *Essentials of Business Communication*

**ASSIGNMENTS**

**Assignment #5: Team PowerPoint Slides due in Week 14 (Apr. 13).**  
**Students must use PowerPoint. Upload presentations to Moodle**  
**(one presentation per team).**

**WEEK 14:**  
**(Apr. 12- 14)**

**TOPICS**

**Wed., Apr. 14, Last Day of Classes**  
**Assignment #5: Upload to Moodle and Deliver Presentations for**  
**Classmates on Teams (must include PowerPoint Slides)—Tues.,**  
**Apr. 13**

**TOPICS**

Review for Final Exam

**WEEK 15:**  
**(Apr. 19-30)**

**FINAL EXAMINATIONS**



## Performance Requirements and Student Services

### 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. The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Code of Conduct Policies.

### 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 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; and
- 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 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 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](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work may not be graded until you show this signed certificate.

### Specialized Supports

The Student Services department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano College. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented differently this semester by being provided mostly virtually. In-person service can be requested as needed. All Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30.

**Accessibility Services:** provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed

accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility services supports and to book a virtual appointment, please contact [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca).

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing [accessibility.services@keyano.ca](mailto:accessibility.services@keyano.ca)

**Wellness Services:** 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. All individual appointments will continue virtually.

Wellness Services welcomes students to participate in any of the virtual group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual virtual appointments can be made by emailing [wellness.services@keyano.ca](mailto:wellness.services@keyano.ca).

**Library Services:** provides students with research and information supports as they engage in their studies. Library staff are available to support you both virtually and in person throughout the semester. For a detailed list of library supports and services, go to [www.keyano.ca/library](http://www.keyano.ca/library). For any inquiries, please email [askthelibrary@keyano.ca](mailto:askthelibrary@keyano.ca).

Begin your research with the [Library's FIND page](#). Search for sources using OneSearch, the Library's Catalogue, or by searching in a specific database selected from the [A-Z Database List](#).

Individual support with the Information Librarian is available virtually. Appointments can be requested by using the [Book A Librarian online form](#).

Research and Subject Guides are helpful resources when beginning your research or addressing other information needs. To view a subject or course specific guide, go to the Subject Guide webpage [here](#).

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the [Research Help Library page](#).

The Loanable Technology collection is available to support students in their online learning pursuits. Items available for borrowing include mobile projectors, webcams, noise cancelling headphones, Chromebooks, and laptops. For an up-to-date list of technology available for borrowing, go to the Library's [Loanable Technology webpage](#).

**Skill Centre:** Provides academic support services to students registered in credit programs at Keyano College in the form of tutoring, assignment/lab support, writing support groups, facilitated study groups, workshops, and study space. This service is free and is available for all Math, Sciences, Humanities and Trades courses offered at Keyano.

While most courses are being offered online, the Skill Centre will be offering mostly virtual services and in-person sessions as requested. Please email [Skill@keyano.ca](mailto:Skill@keyano.ca) to get in contact with our Academic Content Specialists. The Skill Centre is located in CC-119 at the Clearwater Campus.

For the most up to date information on how to book a session, please view the [Keyano Skill Centre homepage](#).

**Academic Success Coaching:** offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. [Academic.success@keyano.ca](mailto:Academic.success@keyano.ca) is the best way to access resources during virtual service delivery. The Academic Success Coach is located in the Skill Centre in CC-119 at the Clearwater Campus.

**E-Learning**

Technology and internet will impact your online learning experience. It's important that you are able to watch an online video and other course materials, take online quizzes, and participant in a live class with your instructor and other students.

Keyano College operates in a Windows based environment and having the correct tools for online learning is important. Here's a list of recommended system requirements.

**Internet Speed**

Minimum Internet speeds of 5 Mbps.

Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).

Check your internet speed with [Fast.com](http://Fast.com).

**System requirements:**

Microsoft Windows	Apple
<p><b>Minimum Requirements:</b></p> <ul style="list-style-type: none"> <li>· A Windows 10 <b>computer/laptop</b></li> <li>· Minimum 4GB of RAM.</li> <li>· 10GB+ available hard drive storage.</li> <li>· Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees.</li> <li>· Microphone, webcam and speakers. A headset with a microphone is recommended.</li> <li>· System updates must be regularly installed.</li> <li>· Anti-Virus / Anti-Malware software</li> </ul>	<p><b>Minimum Requirements:</b></p> <ul style="list-style-type: none"> <li>· A Macintosh (V10.14 and above) <b>computer/laptop</b></li> <li>· Minimum 4GB of RAM.</li> <li>· 10GB+ available hard drive storage.</li> <li>· Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). <u>Microsoft Office</u> software is free to all Keyano students and employees.</li> <li>· Microphone, webcam and speakers. A headset with a microphone is recommended.</li> <li>· System updates must be regularly installed.</li> <li>· Anti-Virus / Anti-Malware software.</li> </ul>
<p><b>Recommended Requirements</b></p> <ul style="list-style-type: none"> <li>· 8GB of RAM</li> <li>· A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.</li> </ul>	<p><b>Recommended Requirements</b></p> <ul style="list-style-type: none"> <li>· 8GB of RAM</li> <li>· A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.</li> </ul>

Chromebooks are **not** recommended as they are not compatible with testing lockdown browsers.

A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.

**Specific Department Requirements:**

Business and OA programs require Windows 10.

Other programs may utilize Windows based tools as well.

**Computer Software**

Students will be able to get access to Microsoft Office 365 for free using Keyano credentials by [clicking here](#).

**Recording of Lectures and Intellectual Property**

Students may only record a lecture if explicit permission is provided by the instructor or by Accessibility Services. Even if students have permission to record a lecture or lecture materials, students may not share, distribute, or publish any of the lectures or lecture materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to share, distribute, publish or sell course related content (instructor, or students) without permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property. The [Academic Integrity Policy](#) provides additional information on Keyano College's expectations from students as members of the intellectual community.

**ITS Helpdesk**

If you are having issues with your student account, you can contact the ITS Helpdesk by emailing [its.helpdesk@keyano.ca](mailto:its.helpdesk@keyano.ca) or calling 780-791-4965.