

**BUS 117, Business Communications 2**

3 credits/Two 1.5 hours lecture

**COURSE DESCRIPTION**

A skills-based approach to the development of writing, speech, interpersonal skills, and digital media competency for business professionals to succeed in the contemporary organization. Advanced writing, editing, and evaluating of reports, self-assessments to guide self-improvement goals, combined with speech building and presentation using a variety of media tools. Involves opportunity to build message for community organization. Role-playing and group problem-solving develop active listening, conflict-management, persuasion, delegating and other communication and language techniques. Explores digital social networking tools for positive representation of self-on-line for overall business success. This course includes a work integrated learning component.

Pre-requisite: Business Communications I

**Instructor**

Uylander Jack  
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**Hours of Instruction**

Tuesday 6:00-8:50 p.m.

**Virtual Office Hours**

Monday 12:00 pm – 1:00 pm  
Wednesday 12:00 pm – 2:00 pm  
Thursday 12:00 pm – 1:00 pm  
Friday 12:00 pm – 1:00 pm

**Required Resources**

Business Communication for Success (2016).

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=afdc00ca-a1ab-4877-a156-39f751739ca8>

De Janasz, S., Dowd, K. & Schneider, B. (2021). *Interpersonal skills in organizations (7<sup>th</sup> ed.)*. McGraw Hill. ISBN10: 1260681335; ISBN13: 9781260681338. Ebook and hard copy textbook are both available.

Dunphy, B., Stracuzzi A., Smith, J., & Ashman, M. (2019). *Professional communications: A common approach to work-place writing (1st ed.)*. eCampusOntario.

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=68b5d817-406e-4ef7-b8f0-542e17c92c1b>

Ede, K. (n. d.). *Units 1 to 9*, instructor material, Keyano College.

Ferrier, M. & Mays, E. (2017). *Media innovation and entrepreneurship*. eCampusOntario.

<https://openlibrary.ecampusontario.ca/catalogue/item/?id=b8f04958-902b-4739-858f-1979081c8800>

Guffey, M., Loewy, D., & Almonte, R. (2021). *Essentials of business communication (10th ed.)*. Cengage Learning Canada Inc.

## Course Outcomes

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

1. Compose advanced professional business documents with or without writing software. The following concepts, skills, and issues are used to support this Outcome:
  - a. Create professional formal reports, informal reports, and proposal reports.
  - b. Use standard business writing mechanics, grammar, punctuation, and plain language including modifiers and parallelism to improve message effectiveness.
  - c. Develop short formal, informal and proposal reports with sourced information using APA format in-text citation and end of document referencing, and lead-ins, paraphrasing, summaries, and direct quotes in preventing plagiarism.
  - d. Design business documents with Microsoft Office Suite to reflect North American standards of professionalism, “plain language” principles for clarity and conciseness.
  - e. Modify reports manually (without editing software) to meet professional business writing and formatting standards.
  - f. Revise reports using software to meet professional business writing and formatting standards.
2. Develop self-awareness as the starting point for effectiveness as a business professional. The following concepts, skills, and issues are used to support this Outcome:
  - a. Identify the self-assessment tools and their usefulness for business communications.
  - b. Develop a communications self-improvement plan based on a self-assessment of strengths and limitations, considering various cultural contexts (i.e., Indigenous).
3. Demonstrate confidence and coherence with speech (with and without preparation) in front of individuals and groups. The following concepts, skills, and issues are used to support this outcome:
  - a. Apply appropriate strategies for choosing subject, purpose and approach to organizing presentation content.
  - b. Compose speech with and without multi-media software (e.g., power point).
  - c. Present prepared speeches (e.g., oral book reviews, demonstration speeches, informative speeches, and persuasive presentations) and impromptu talks in well formulated and articulated format with clear opening, body, and conclusion.
  - d. Provide peers with constructive feedback on speeches.
  - e. Propose strategies to overcome common public speaking anxieties.
4. Apply communication strategies with emphasis on active listening, encouraging candor, and maintaining a cooperative and collaborative team environment. The following concepts, skills, and issues are used to support this Outcome:
  - a. Describe communication related qualities for effective business relationships.
  - b. Apply language techniques and tools to be effective at interpersonal matters (i.e., active listening, problem solving, goal setting, time and conflict-management, team building, persuasion and delegating) through role plays and simulations.

- c. Examine the value of diversity and the communication considerations for building a team in a diverse workplace and community.
5. Complete a service-learning activity with a community organization that applies communication tools and techniques for effectiveness. The following concepts, skills, and issues are used to support this Outcome:
- a. Develop a message (i.e., formal report, informal report, proposal report, document summary) that will be useful for the activities of a community organization.
  - b. Apply presentation techniques by presenting the written message to the community organization and/or your class.
  - c. Demonstrate how clearly communicating goals and time-task expectations improve effectiveness.
6. Apply various digital media and social networking tools in professional business communication and in job search settings. The following concepts, skills, and issues are used to support this Outcome:
- a. Demonstrate online literacy by using social networking tools in a business setting.
  - b. Assess effective digital business tools based on predetermined criteria.
  - c. Apply social networking tools to maximize career networking and job search success.
  - d. Compose a professional and attractive job profile that is uploaded into multi-media platforms (i.e., LinkedIn) to make you visible and marketable.
  - e. Utilize strategies for building media reputation and addressing any issues that affect one’s digital business profile.

**Evaluation**

Your grade in this course will be derived as follows:

Assessment	Course Learning Outcomes (CLO) alignment	Weight
Course Activities	Includes: Discussion forums (15%) and practice quizzes (bonus mark of 2%)	Total of 17%: 15% for forums 2% bonus mark for completion of 7 ‘practice your knowledge’ quizzes with an average mark of 70%)
Assessment 1, Informal report	CLO 1	5%
Assessment 2, Formal report	CLO 1	10%
Assessment 3, Interpersonal styles	CLO 1, 2	10%
Assessment 6, Service Project	CLO 1, 2, 3, 4, 5	15%
Assessment 8, Impromptu speech	CLO 1, 3	5%
Assessment 11, Mid-term exam	CLO 1, 2, 3, 4	15%
Assessment 12, Diversity presentation	CLO 1, 2, 3, 4	5%
Assessment 14, Final exam	CLO 4, 5, 6	20%

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

**Notes on Course Evaluation**

**Examinations:** The examinations will consist of a mixture of definitions, differentiation of terms, multiple choice and true/false questions, and short and long answer questions. The mid-term is tentatively scheduled for week 8. The final exam schedule will be posted later in the semester.

**Teaching and Learning Methodologies**

This class appeals to the various learning styles by including lectures, PowerPoints, text-based modules, Moodle discussions/forums, videos, group problem-solving exercises and peer-to-peer evaluations. Participation in discussions/forums (including Ungraded ones) is a required component of the course.

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent
	A+	4.0	> 93.9
Excellent	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**

See the class schedule, topics, and readings as attached.

Please Note:

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

**CLASS SCHEDULE**

WEEK #/DATE	TOPIC & week’s assessments with due dates	READINGS
Week 1 January 4	<ul style="list-style-type: none"> <li>Orientation</li> <li>Informal reports</li> </ul> <ol style="list-style-type: none"> <li>Practice your knowledge quiz, Week 1</li> </ol>	Chapter 8, <i>Essentials of business communication (10th ed.)</i> .
Week 2 January 11	<p>Formal reports and proposals</p> <ol style="list-style-type: none"> <li>Assessment 1, informal report <b>January 14, 2022</b></li> <li>Practice your knowledge quiz, Week 2</li> </ol>	Chapter 9, <i>Essentials of business communication (10th ed.)</i> .
Week 3 January 18	Understanding yourself, self-disclosure and trust in business communication	Chapters 1 & 2, <i>Interpersonal skills in organizations (7th ed.)</i> .

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
	<ol style="list-style-type: none"> <li>Assessment 2, formal report: January 20, 2022</li> <li>Assessment 4, Forum 1, self-disclosure, Johari window: January 23, 2022</li> <li>Practice your knowledge quiz, Week 3</li> </ol>	
Week 4 January 25	<p>Interpersonal communication qualities for business, goal setting and time and stress management</p> <ol style="list-style-type: none"> <li>Assessment 5, Forum 2, qualities, effective business communicator January 30, 2022</li> <li>Initial set up of service project February 1, 2022</li> <li>Practice your knowledge quiz, Week 4</li> </ol>	Chapters 3 & 4, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> .
Week 5 February 1	<p>Listening skills, speech development and presentation</p> <ol style="list-style-type: none"> <li>Assessment 3, Interpersonal styles: February 6, 2022</li> <li>Assessment 7, Forum 3: Not listening activity: February 6, 2022</li> <li>Practice your knowledge quiz, Week 5</li> </ol>	Chapter 6 & 7, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> . Unit #5, Module, Ede, K.
Week 6 February 8	<p>Speech, aggression, and persuasion</p> <ol style="list-style-type: none"> <li>Assessment 9, Forum 4, VARK learning February 13, 2022</li> <li>Assessment 8, Impromptu speech February 8, 2022</li> <li>Practice your knowledge quiz, Week 6</li> </ol>	Chapter 7 & 8, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> . Unit #4 & 6, Modules, Ede, K.
Week 7 February 15	<p>Conflict management and problem solving</p> <ol style="list-style-type: none"> <li>Assessment 10, Forum 5, TKI February 20, 2022</li> <li>Practice your knowledge quiz, Week 7</li> </ol>	Chapter 11 & 14, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> . Unit #7 (Modules), Ede, K.
Week 8 February 22	<b>READING BREAK</b>	
Week 9 March 1	<p><b>Mid-term exam</b></p> <ol style="list-style-type: none"> <li>Assessment 11, Midterm exam March 1, 2022</li> </ol>	Chapter 9, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> .

WEEK #/DATE	TOPIC & week's assessments with due dates	READINGS
	2. Practice your knowledge quiz, Week 8	
Week 10 March 8	Negotiation and diverse team building, facilitating team success and coaching 1. Practice your knowledge quiz, Week 9	Chapter 5, 10, 13 & 17, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> .
Week 11 March 15	Diversity presentations 1. Assessment 12, Diversity presentation March 15, 2022	Review: Chapter 5, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> .
Week 12 March 22	Delegation, networking and politicking 1. Practice your knowledge, Week 11	Chapters 15, 16 & 18, <i>Interpersonal skills in organizations (7<sup>th</sup> ed.)</i> .
Week 13 March 29	Social networking tools in business	Chapter 19, <i>Business communication for success</i> , pp. 595-601.  Chapter 6, <i>Professional communications</i> , pp. 341-347.  Part IX, <i>Media, innovation and entrepreneurship</i> , pp. 227-253.
Week 14 April 5	Service project presentations April 5 2022	
Week 14 April 13	Review and exam review	Resources from weeks 8 to 14

## 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 participate 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](https://www.fast.com/).

**System requirements:**

Microsoft Windows	Apple
<p><b>Minimum Requirements:</b></p> <p>A Windows 10 <b>computer/laptop</b></p> <ul style="list-style-type: none"> <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). <a href="#">Microsoft Office</a> 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> <p>A Macintosh (V10.14 and above) <b>computer/laptop</b></p> <ul style="list-style-type: none"> <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). <a href="#">Microsoft Office</a> 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>
<p>Chromebooks are <b>not</b> recommended as they are not compatible with testing lockdown browsers.</p> <p>A Microsoft Surface or iPad or iPad Pro may be possible alternatives in some program areas.</p>	

**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.