Fall, 2023

Bus 107, Business Communications 1
3 credits/3 hours lecture

Course Description

An introduction to written and oral communication skills with effective business writing strategies at the core. Focusing on critical thinking and analysis, this course develops skills in areas such as researching, reviewing, critiquing, drafting, and revising academic and other standard documents. APA style is used when citing and referencing online and other resources. Additional course topics include effective presentation skills, preparation of market-standard resumes and cover letters, and mock job interviews.

Instructor

Abena Sey
abena.sey@keyano.ca

Office Hours

Wednesdays before and after class by appointment & through email: abena.sey@keyano.ca

Hours of Instruction & Location

Day	Time	Location (e.g., Room#/Moodle/HyFlex)
Wednesdays	6:00 pm -8:50 pm	Clearwater Building Room #: CC-224

Required Resources

Professional Communications : A Common Approach to Work-place Writing
Brian Dunphy & Andrew Stracuzzi

Dunphy, Brian., Stracuzzi, Andrew. *Professional Communications – A Common Approach to Work-place Writing.* 2019. OER. ecampusontario.

Free Digital Resource. Click on the link and download a PDF copy of the book.

Other course readings as assigned.

Course Outcomes

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

1. Apply appropriate communication means, methods, and critical thinking as required in everyday business settings. The following concepts and skills are used to support this Outcome:
   a. Assess the communication process to express and interpret oral and written messages clearly.
   b. Utilize ethos, pathos, and logos to communicate ideas persuasively.
   c. Determine an effective channel and strategy for an intended message using knowledge of the audience's needs.
   d. Review written messages highlighting the main ideas and salient supporting details.
   e. Conduct a research project focused on diversity and inclusivity in the Wood Buffalo region.

2. Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence. The following concepts and skills are used to support this Outcome:
   a. Identify common writing mechanics and style errors within a previously written document.
   b. Prepare business documents to meet North American standards of grammar, punctuation, and usage.
   c. Apply "Plain English" principles to business documents to achieve clarity and concision.
   d. Summarize the main ideas in written documentation.

3. Compose professional business documents. The following concepts and skills are used to support this Outcome:
   a. Create written sentences that are logically organized in paragraphs using clear introductions, body, and conclusions.
   b. Prepare professional business memos, letters, and emails using Microsoft Office applications to reflect standards of professionalism.
   c. Modify business documents to meet professional writing and formatting standards.

4. Retrieve information from web and library catalogues in academic and business settings. The following concepts and skills are used to support this Outcome:
   a. Create a research proposal according to academic standards provided.
   b. Select appropriate search and meta-search engines, directories, and online databases for retrieving information.
   c. Apply effective search tools to retrieve relevant data.

d. Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.
e. Explain the relevance of using peer-reviewed scholarly sources located in library databases.
f. Utilize appropriate note-taking methods to record relevant information.

5. Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts and skills are used to support this Outcome:
    a. Examine how proper referencing can prevent plagiarism in academic and business settings.
    b. Apply APA documentation to construct in-text citations and reference pages in a business document.
    c. Utilize lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
    d. Create an annotated bibliography using APA documentation.

6. Present oneself professionally in written and oral communications. The following concepts and skills are used to support this Outcome:
    a. Apply basic techniques to effectively organize and present content.
    b. Utilize software to make effective visual aids to support oral presentations.
    c. Demonstrate effective presentation skills to engage a diverse audience.
    d. Prepare a visually attractive resume matching job requirements and job-related skills in a targeted company.
    e. Compose an effective cover letter that targets a particular company and job.
    f. Model effective presentation techniques by participating in mock online and in-person job interviews.

Evaluation

Your grade in this course will be derived as follows:

Assessment	Course outcome alignment	Weight
Writing Assignments	Includes: Discussion forums; Chapter summaries, Document preparation and revisions; and Evaluation of sources (CLO 1,2,3,4,5, 6)	15%
Proposal Writing	CLO 1,2,3,4, 5	10%
Grammar Assignments	CLO 1,2,3	10%
Annotated Bibliography	CLO 1,2,3, 4, 5	10%
Research Paper	CLO 1,2,3,4,5	25%

Professional aspects (resume, cover letter)	CLO 1,2,3,4,5,6	15%
Oral Presentation	CLO 3,4,5,6	15%
TOTAL		100%

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

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
	B+	3.3	77 – 79.9
Good	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
	C+	2.3	67 – 69.9
Satisfactory	C	2.0	64 – 66.9
Progression	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

Date	Reading	Dates of Importance
August 30	No Reading	
September 6	Professional Communications (P.C.) – 1.2, 1.3	
September 13	P.C. –- 6.1, 7.1, 7.2, Chapter 2	*Sept 13th Last Day to Drop/Add classes*
September 20	P.C – 7.4, Chapter 3	
September 27	Continued from previous week	
October 4	P.C. – Chapter 5	*Proposal Due by October 4th*
October 11	P.C. – 8.4, Chapter 14	*October 9th Thanksgiving*
October 18	P.C. Chapter 12,13	
October 25	Online Moodle Readings	
November 1	P.C. Chapter 3 and Online Moodle Resources	*Annotated Bibliography Due by November 1st*
November 8	P.C. – Chapter 9	*Last Day to Withdraw November 6th*

November 15		**No Class due to reading day**
November 22	P.C. Chapter 10	*Oral Presentation files to be submitted by November 22nd*
November 29	Wrap Up	*November 29th Last Day of Class* *Research Paper Due by November 29th*

Please Note:

The date and time allotted to each topic are subject to change.

Performance Requirements and Student Services

Student Responsibilities

As a student, it is your responsibility to contact the Office of the Registrar to complete the required forms, including the Withdrawal/Drop Form. All forms are available on the College website. Please refer to the important dates listed in the Academic Schedule in the Keyano College credit calendar and/or on the College website. It is the responsibility of each student to be aware of the guidelines outlined in the Student and Academic Policies.

Student Attendance

Class attendance is helpful for two reasons: First, class attendance maximizes a student's learning experience. Second, attending class is an excellent way to keep informed of matters relating to the course administration (e.g., the timing of assignments and exams). Ultimately, you are responsible for your learning and performance in this course. It is the responsibility of each student to be prepared for all classes. Absent students are responsible for the material covered in those classes, and students must ensure they are ready for their next class, including completing any missed assignments and notes.

Course Evaluation

Midterm exams and term work is to be completed at the time/date indicated in your course syllabus. It is the expectation of the College that students make every reasonable effort to complete all course evaluation, including, quizzes, midterms, and exams, as scheduled. In the event of an emergency, rescheduling of exams and/or extensions are only provided at the discretion of the course instructor. Students should contact the instructor as soon as they are able, to notify them of missing an evaluative component. Instructors will use discretion in deciding whether circumstances justify granting a reschedule and/or extension.

Regular term quizzes, midterms, and exams are not eligible for deferral and/or date extension accommodations. Students with accommodations, please refer to Accessibility Services.

Final Exams are subject to deferral processes, please refer to the current Keyano College Credit Calendar.

Academic Integrity & Misconduct

Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility. It is expected that students at Keyano College will adhere to these ethical values in all activities related to learning, teaching, research, and service. Any action that contravenes this standard, including misrepresentation, falsification, or deception, undermines the intention and worth of scholarly work and violates the fundamental academic rights of members of our community.

Academic dishonesty takes many forms:

- Plagiarism or the submission of another person's work as their own,
- The use of unauthorized aids in assignments or examinations (cheating),
- Using Artificial Intelligence (AI) to complete coursework (without instructor approval),
- 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,
- Submitting unchanged work for another assignment, and
- Breach of confidentiality.

In all academic work, the ideas and contributions of others must be appropriately acknowledged and work that is presented as original must be, in fact, original. Using an AI-content generator (such as ChatGPT) to complete coursework without proper attribution or authorization is a form of academic dishonesty. If you are unsure about whether something may be plagiarism or academic dishonesty, please contact your instructor to discuss the issue.

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 & Academic Policies* 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, Academic Integrity, and Non-Academic Misconduct Policies.

To ensure your understanding of plagiarism, you may be required to complete the online Understanding Plagiarism tutorial and submit the certificate of completion.

Online Learning

Technology and internet connectivity will impact your online learning experience. You may be required to watch online videos, take online quizzes, or participate in live online classes. Live/virtual courses will be hosted in Microsoft Teams or Zoom. For all course delivery types, you will access your course resources on Keyano's learning management system: Moodle (iLearn). Login in using your Keyano username and password. Keyano College operates in a Windows-based environment and having access to the correct tools for online learning is essential.

Internet Speed

Minimum download and upload speeds of 10 Mbps. Recommended download speeds of 25 Mbps and upload speeds of 10 Mbps (if you are sharing your internet at home). You can check your internet speed with Speedtest by Ookla.

Computer System Requirements

Keyano College software are Windows based.

Minimum Requirements and Recommended Upgrades for Windows (preferred system) and Apple devices

These minimum standards are required for a Windows computer/laptop (OS 10 or 11) and a MacIntosh (OS 10.14 or above.

1. Windows 10 Operating System or above

2. 4GB of RAM. Recommended upgrade to 8GB of RAM.

3. 10GB+ available hard drive storage space. Note installing Microsoft Office 365 requires 3GB of available hard drive space.

    a. Install the Microsoft Office 365 suite (~3GB) **

4. Microphone, webcam, and speakers (All modern laptops have these three accessories built-in. However, a headset or earbuds with a microphone is also recommended.

5. Windows has built-in anti-virus/malware software. It is essential to install system updates to keep your device secured regularly.

*[Microsoft Office 365](#) is free to Keyano students.

Tablets, iPads, and Chromebooks are **not** recommended: they may not be compatible with the testing lockdown browsers and Microsoft Office 365.

Specific Department Requirements

Business and OA programs require Windows 10 or higher.
Other programs may utilize Windows-based tools as well.

Computer Software

Students have access to Microsoft Office 365 and Read & Write for free using Keyano credentials.

See [Recommended Technology](#) for more information.

Recording of Lectures and Intellectual Property

Students may only record a lecture if explicit permission is provided by the instructor or 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 course 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 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 have issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.

Specialized Supports

Keyano College is committed to Keyano students and their academic success. There is a variety of student support available at Keyano. All student services are available during Keyano business hours: Monday to Friday, 8:30 a.m. to 4:30 p.m. The College is closed on statutory holidays. If you require support outside of regular business hours, please inform the support service team, and they will do their best to accommodate your needs.

Accessibility Services provides accommodations for students living with disabilities. Students with documented disabilities or who suspect a disability can meet with an Access Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in

the past are encouraged to contact the department to request accommodations for the following semester. Please note that requesting accommodations is a process and requires time to arrange. Contact the department as soon as you know you may require accommodations. For accessibility supports and disability-based funding, please book an appointment by emailing us at: accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students and technology training and support to enhance learning. You can meet with an Access Strategist to learn studying and test-taking strategies. In addition, you can schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing: 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 provide a safe and confidential environment for you to seek help with personal concerns. Our Wellness Navigator offers support with basic needs such as housing, financial and nutritional support, and outside referrals when needed. Wellness Services welcomes students to participate in group sessions that address topics including mindfulness and test anxiety throughout the academic year. Individual appointments can be made by emailing wellness.services@keyano.ca.

Library Services provides students with research, information, and educational technology supports as they engage in their studies. Library staff are available to help you online and in person throughout the semester. Librarians offer individual and small group consultations booked using the online Book A Librarian calendar. The library also provides virtual research and subject guides to help you with your studies. Find the guide that supports your course-related research by viewing the complete list of online Subject Guides. To start your research and access citation guides (APA, MLA, Chicago, or IEEE), visit the Research Help page. The library's collections (including print and online materials) are searchable using OneSearch. The library offers a Loanable Technology collection to support students accessing and using technology. For an up-to-date list of technology available for borrowing, visit the library's Loanable Technology webpage. For a detailed list of library resources and services, go to www.keyano.ca/library. For all inquiries, please email askthelibrary@keyano.ca or chat with us online.

The **Academic Success Centre** at Keyano College (CC-119) provides free academic support services to registered students, such as tutoring, writing support, facilitated study groups, workshops, and study space. Academic Content Specialists are available in Mathematics, Science, Trades, Power Engineering, Upgrading/College Prep, Human Services, English, Humanities, and more. Students are encouraged to visit the Academic Success Centre to discuss study strategies and academic concerns.

Specialists in the Academic Success Centre also work with students to develop academic success plans, time management skills, study strategies, and homework plans. For additional information, please email Academic.Success@keyano.ca.

Authorization

This course outline has been reviewed and approved by the Program Chair.

_____
[First Name, Last Name], Instructor

_____
[First Name, Last Name], Chair   Date Authorized

_____
[First Name, Last Name], Dean   Date Authorized

Signed copies to be delivered to:
Instructor