BUS 107, Business Communications I

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.

Pre and Co-requisites

English 30-2 or English 30-1

Course Learning Outcomes (CLOs)
Upon successful completion of the course, the student shall be able to:

CLO1 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 verbal and written message clearly.
   b.   Determine an effective channel and strategy for an intended message using knowledge of audience's needs.
   c.   Apply Indigenous ways of knowing and communicating.
   d.   Review written message highlighting the main ideas and salient supporting details.
   e.   Debate verbal and written arguments for logical validity and common errors using key strategies of argument (i.e., deductive reasoning, inductive reasoning, and logos, ethos, and pathos).

CLO2 Apply conventions of business style in writing, editing, and evaluating documents to convey professionalism and competence.

   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.

CLO3 Compose professional business documents.

   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 Suite to reflect standards of professionalism.
   c.   Modify business documents manually (without software) to meet professional writing and formatting standards.

d. Reconstruct business documents using software to meet professional writing and formatting standards.

CLO4 Retrieve information from web and library catalogues in academic and business settings.

a. Select appropriate search and meta-search engines, directory, and online databases for retrieving information.
b. Apply effective search tools to retrieve relevant data.
c. Evaluate online information based on credibility, validity, and standards according to specific evaluation criteria.
d. Explain the relevance of using peer-reviewed scholarly sources located in library databases.

CLO5 Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas.

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.

CLO6 Present oneself professionally in written and oral communications.

a. Apply basic techniques to effectively organize content and present verbally for business purposes.
b. Utilize software to make effective visual aids to support verbal presentations.
c. Prepare a visually attractive resume matching job requirements and job-related skills in a targeted company.
d. Compose an effective cover letter that targets a particular company and job.
e. Model effective presentation techniques by participating in mock on-line and inperson job interviews.

Evaluation

Assessment Type	Percentage
Projects/Assignments	90%
Quizzes	10%
Total	**100%**

Course Completion Requirements

Minimum passing mark of 50% or D is required. *Review and revise as required.*

Grading Scale

4.0 Grade Scale	Alpha Grade	Percentage Grade
4.0	A+	93-100
4.0	A	85-92.9
3.7	A-	80-84.9
3.3	B+	77-79.9
3.0	B	74-76.9
2.7	B-	70-73.9
2.3	C+	67-69.9
2.0	C	64-66.9
1.7	C-	60-63.9
1.3	D+	55-59.9
1.0	*D	50-54.9
0.0	F	0-49.9

Land Acknowledgement

We respectfully acknowledge that Keyano College is on Treaty No. 8 Territory, the ancestral and traditional territory of the Cree, Dene, and Métis people.

Review Date: March 4, 2024

Every effort has been made to ensure that information in this course outline is accurate at the time of publication. Keyano College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.