

UNBC School of Business – Course Outline
Commerce 200: Business Communication

Instructor: Brenda Koller
Email: Brenda.Koller@unbc.ca
Office: T&L 10-4512
Office Hours: Thursdays, 4-5:30 p.m. or by appointment
UNBC School of Business website: <http://www.unbc.ca/commerce>

Class Day/Time: Thurs., 6:00-8:50 p.m.
Semester: Fall 2016
Location: LIB 5-178

Course Description

This course provides basic skills in written and oral business communication. It assists students to transition from academic to business writing and to effectively organize and deliver written and orally presented business reports. Topics covered in this course include: recognizing and avoiding plagiarism; accessing and using research sources for business purposes; writing business correspondence including letters and emails; and working on collaborative writing projects. Students acquire skills in communicating within workplaces typified by diverse backgrounds and varying work roles. Students are introduced to the case study method and the writing and delivery of solutions for business cases.

Course Outcomes

Among other things, students will:

- Create a variety of business documents using appropriate format, tone, and style
- Collaborate productively with others to write, evaluate, and revise effective business documents
- Collect, evaluate, and synthesize information from a variety of sources
- Develop and exhibit effective oral/visual presentation skills
- Recognize and avoid plagiarism

Course Format

This is a 13-week course meeting once/week for approximately 2 hours and 50 minutes.

Course Activities

Course activities include lecture, readings, individual and collaborative writing, oral presentations, and discussion. Time is allocated for students to work on group reports and for peer review.

Required Texts

Guffey, Mary Ellen, et al. *Essentials of Business Communication*. 8th Canadian ed., Nelson Education, 2016.

Grasby, Elizabeth M.A., and Julie Harvey Gosse. *The Waterview*. Ivey, 2007.

Method of Evaluation

30% Business Correspondence (includes six items at 5% each)
10% Case Study
15% Group Report
15% Oral/Visual Presentation
30% Final Exam

Grading rubrics for assignments will be reviewed in class. Individuals who wish to discuss an earned grade after assignments are returned must allow at least 24 hours before contacting the instructor.

Grading System – Undergraduate Students

<http://www.unbc.ca/calendar/undergraduate/regulations>

<u>Excellent</u>	A+	=	90-100
	A	=	85-89.9
	A-	=	80-84.9
<u>Good</u>	B+	=	77-79.9
	B	=	73-76.9
	B-	=	70-72.9
<u>Satisfactory</u>	C+	=	67-69.9
	C	=	63-66.9
<u>Marginal</u>	C-	=	60-62.9
	D+	=	57-59.9
	D	=	53-56.9
	D-	=	50-52.9
<u>Failure</u>	F	=	0-49.9

Attendance and Class Participation

It is expected that students will attend all classes. Make notes as you do the readings, and write down any questions you may have that you would like discussed in class.

Alternatively, you are encouraged to email questions and attend office hours if you have questions that were not addressed in class. You are expected to have a copy of your work ready for peer review. Part of becoming a proficient writer is receiving critical feedback from peers; accordingly, avoid writing about private or sensitive matters. It cannot be stressed enough that completing the readings in **advance** of class, participating in class discussions and exercises, and doing the assigned work is key to your success in this class, and in turn to getting the most from your university education.

Assignments

All assignments must be completed in order to achieve a passing grade in the course. Assignments must be handed in at the **beginning** of the class in which they are due. Do not email assignments without prior permission. If you are unable to hand in an assignment in class or during office hours, hand it to the School of Business. Admin. Assistant so that it can be date stamped; do not put assignments under office doors. Late assignments without proper documentation will receive a reduced grade of 2% per day and will not be graded after five days. Extensions will only be considered under extenuating circumstances such as medical or compassionate reasons and with sufficient documentation (e.g. physician's note). Whenever possible, notify the instructor in advance if you cannot meet a deadline.

Academic Integrity

Plagiarism is a serious offence. All students are responsible for familiarizing themselves with and following the rules concerning plagiarism, in addition to all of the Academic Regulations and Policies of the university, as they appear in the current UNBC Undergraduate Academic Calendar.

Course Etiquette

Cell phones should be placed on silent mode during class; if it is essential that you make or receive a call during class, please leave the classroom quietly. The use of electronic devices is restricted to the current class. It is paramount that students respect others' views and opinions. You are expected to act in a polite and professional manner, just as you would in a respectful employment situation.

Conduct in Examinations

“Students must present appropriate identification upon entering the examination room. Appropriate identification is defined as a UNBC student card and/or some other form of photo identification acceptable to the proctor.” The following regulations [Regulation 40 Undergraduate Calendar] apply to the conduct of examinations:

- a. “Books, papers, or other materials or devices must not be in the possession of the student during an exam except by the express permission of the examiner. Specifically, without such permission no laptop computers, mobile phone sets, handheld electronic devices or the like may be in possession of the student in the examination room.
- b. No candidate is permitted to enter the examination room more than 30 minutes after the beginning of the examination, or permitted to leave within 30 minutes after the examination has started.
- c. Candidates must not communicate in any way with other candidates in the examination room.
- d. Candidates must not leave their seats, except when granted permission by the proctor.
- e. Candidates must turn in all materials, including rough work, upon leaving the examination room.
- f. Food and beverages other than water are not permitted in the examination room.”

Do not schedule travel that may conflict with exams!

Provision for Students with Disabilities

If you have a need for special academic accommodations because of a disability, please contact the Access Resource Centre, T& L Bldg., Room 10-1048, arc@unbc.ca.

Tutoring

The Academic Success Centre provides free tutoring and downloadable writing and study skills handouts. If you require assistance in improving your writing and/or referencing skills or simply want extra feedback, take advantage of their free services. The ASC is located in the T&L Bldg., Room 10-2584, asc@unbc.ca.

Comm 200 - Course Schedule

The schedule is subject to minor changes and may be adjusted according to student need. Additional readings (e.g. handouts) will also be assigned and/or discussed in class.

Week	Topic	Readings	What's Due
Sept. 8	Icebreaker / Introductions Course Overview Etiquette/Expectations Intro. to Business Communication Close reading Referencing (MLA, APA) Plagiarism & Academic Honesty	Course Syllabus <i>Essentials of Business Communication (EBC)</i> --overview	
Sept. 15	Writing basics Referencing basics About peer review	EBC chapters 1, 2, 3	
Sept. 22	Daily/routine business writing: emails, memos, letters, social media, etc.	EBC chapters 4, 5	
Sept. 29	Above cont'd. Persuasive writing	EBC chapter 6	Letter
Oct. 6	Above cont'd. Negative writing situations	EBC chapters 7	Email
Oct. 13	Informal/formal reports Collaborative writing Report topics and group formation	EBC chapters 8, 9	Memo
Oct. 20	Above cont'd.		Letter
Oct. 27	Oral/visual presentations	EBC chapters 10, 11	Report outline
Nov. 3	Case study	Case study	
Nov. 10	Mid-semester break – no class		
Nov. 17	Résumés, cover letters Guest presenter: Maria Trujillo, Coordinator UNBC Student Career Centre	EBC chapters 12, 13	Case study
Nov. 24	In-class presentations		Reports Peer evaluations
Dec. 1	Review for final exam - comprehensive		Résumé, cover letter
	Final Exam - TBA		