



## A POLYTECHNIC INSTITUTION

School of Computing and Academic Studies

Programs:

Computer Information Technology

Computer Systems Technology

**COMM 1116****Business Communication 1**Communication Department**Start Date:** September 6, 2006**End Date:** December 15, 2006**Total Hours:** 60 **Total Weeks:** 15**Term/Level:** Fall **Course Credits:** 4.0**Hours/Week:** 4 **Lecture:** 2 **Lab:** 2**Prerequisite**

English 12 or equivalent

**COMM1116 is a Prerequisite for**

COMM 2216 Business Communication 2

**Course Description**

Information technology professionals spend time each day communicating orally and in writing with their supervisors, colleagues and clients. As problem-solvers and entrepreneurs in industry, you need to communicate quickly, clearly, and effectively. This course will teach you how to be a professional and efficient communicator at work. You will write effective business correspondence and instructions and deliver a formal oral presentation to your set. The first term establishes the principles and basic patterns on which you will build more advanced applications in the second term.

The course consists of two one-hour lectures and two hours of lab each week. The lectures provide the basic theory and demonstrations; the labs provide opportunities to apply the theory.

**Course Learning Outcomes**

Upon successful completion, you will be able to

1. identify elements in a communication exchange
2. define purpose and audience for a given communication task
3. select and organize information to meet the needs of the audience
4. make your writing accessible by using headings, lists, and white space
5. use a style and tone appropriate for the purpose and audience
6. write business correspondence (emails, memos, faxes, letters) that get results
7. plan and deliver an informative oral presentation to your set
8. summarize and present information orally and in writing
9. write instructions for a nontechnical audience.

**Evaluation**

Assignments	45
Professionalism	5
Midterm Exam	20
Final In-class Assignment	30
<b>TOTAL</b>	<b>100%</b>

*You must complete all assignments to receive a grade for this course. Your professionalism mark will be based on attendance and participation in lecture and lab activities.*

## Meaning of Your Grades

The following explanations will help you understand the meaning of your grades:

**80 - 100%**  
**First Class**

**A superior assignment which is smoothly written or presented and effectively organized.** It leads the reader clearly and easily through the material. The purpose of the assignment is clear, and the organization, tone, and style are adapted to the audience. The assignment may show originality in word choice, in the selection or development of ideas, or in the effective use of presentation strategies.

**65 - 79%**  
**Second Class**

**An assignment that does several things well.** It has only a few minor errors that do not interfere with getting the job done. It shows tact and good judgement; it is well-written, well-organized and interesting; its main points are developed and supported.

**50 - 64%**  
**Pass**

**A satisfactory assignment that meets the basic demands of the assignment.** The content, organization, style and tone are acceptable. Errors do not seriously interfere with communication. It may be an otherwise acceptable assignment with a major, unacceptable flaw.

**0 - 49%**  
**Fail**

**A paper that fails to meet the basic demands of the assignment.** It does not contain adequate content or its style and tone may be unacceptable for the context. It may have a great many minor errors or several major errors or a major unacceptable flaw.

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Adapted by Dixie Stockmayer from the Preface of *Business Writing Cases and Problems* by Kitty O. Locker and Francis W. Weeks.

### Verification

I verify that the content of this course outline is current.

*SW*

Susan Woo, Authoring Instructor

August 21, 2006

Date

I verify that this course outline has been reviewed.

*Linda Pashka* for LP  
Linda Pashka, Program Head

*Aug 21 '06*  
Date

I verify that this course outline complies with BCIT policy.

*Elaine Decker*  
Elaine Decker, Associate Dean

*August 23, 2006*  
Date

Note: Should changes be required to the content of this course outline, students will be given reasonable notice and the changes be posted on Shareout.

## Instructors

Office hours will be posted outside the instructor's office and on Shareout. In addition, you can make an appointment to see your lab instructor.

Gjoa Andrichuk	Office Location: SW2 243	Office Phone: 604-451-6891
	Office Hrs.: TBA	E-mail Address: gjoa_andrichuk@bcit.ca

Susan Woo	Office Location: SW2 243	Office Phone: 604-451-6883
	Office Hrs.: TBA	E-mail Address: susan_woo@bcit.ca

## Learning Resources

### Required:

- a three-ring binder for handouts
- two acetate overhead transparency sheets (write-on) and one water soluble marker (blue or black)

### Recommended:

- a college level dictionary

If you are working in English as a second or additional language, we recommend you use

*The Oxford Advanced Learner's Dictionary of Current English*

OR

*Collins Cobuild Series Learner's Dictionary*

## Information for Students

In all that you do, **be professional**: complete work on time, show up to class on time, complete all activities and assignments, and treat your colleagues and instructors appropriately. BCIT is committed to developing the best people for the workplace; your classroom is your workplace.

### Attendance

The attendance policy as outlined in BCIT's Student Regulations (<http://www.bcit.ca/files/pdf/policies/5002.pdf>) will be enforced.

**You must attend at least 90% of classes to receive a grade in this course.** In accordance with BCIT policy, students who miss three or more labs without the instructor's permission or a medical note will be considered excessive absence and will result in disqualification from writing the final exam.

If you must miss a class for any reason, show the courtesy to inform your instructor **before the missed class** where possible. It will be your responsibility to arrange to get copies of missed notes and handouts from a classmate.

Lateness up to the first half hour of class will be counted as a one-half missed class; lateness beyond the first half hour will be counted as a missed class. If you must be late for a class for any reason, disrupt the class as little as possible with your entry.

If you miss a test or assignment because of illness or other extenuating circumstances, please inform the instructor immediately. Missing a test or assignment will require a doctor's note; otherwise, you will receive a zero on that test or assignment.



### ***Assignment Details***

**You must complete all assignments and achieve a passing average on the midterm exam and final writing assignment to receive a grade in this course.**

**If you do not meet these two requirements, two marks are possible:**

- **If your calculated mark would otherwise be a passing grade, you will receive a U on your transcript.**
- **If your calculated mark would be a failing grade, you will receive that grade.**

**Assignments are due at the beginning of the two-hour lab** unless otherwise stated. All assignments are to be done individually. Word-process all “take-home” assignments. Unless you have the instructor’s permission or a medical note, late assignments will receive comments, but no grade. You should keep your graded assignments for review and reference.

Any assignments submitted outside of class should be placed in the instructor's assignment box. The green boxes are located on the second floor where SW3 meets SW2. Please do not submit assignments in the plastic tray outside your instructor's door without his/her permission.

### ***Course Folders in Sharein and Shareout***

Course folders enable students to submit assignments and obtain course materials. You will submit two copies of your “take-home” assignments, one to Sharein and a “hard copy” to your lab instructor. Course materials such as lecture notes will be available on Shareout.

### ***myBCIT Portal***

Your instructor will use myBCIT to email you and post marks. Please use your my.bcit.ca email account or forward it to your preferred email address.

### ***Ethics and Academic Integrity***

BCIT assumes that all students attending the Institute will follow a high standard of ethics and academic integrity. Incidents of cheating or plagiarism will be followed up as outlined in BCIT’s Student Regulations (<http://www.bcit.ca/files/pdf/policies/5002.pdf>). The consequences range from receiving a grade of zero for the assignment, quiz, test, exam, or project for all students involved and/or expulsion from the course. All plagiarism cases will be reported to the Program Heads and the Associate Dean in Communication and the technology.

### ***Accommodation***

Any student who may require accommodation from BCIT because of a physical or mental disability should refer to BCIT’s Policy on Accommodation for Students with Disabilities (<http://www.bcit.ca/files/pdf/policies/4501.pdf>), and contact BCIT’s Disability Resource Centre (SW1-2300, 604-451-6963) at the earliest possible time. Requests for accommodation must be made to the Disability Resource Centre and should not be made to a course instructor or Program area.

Any student who needs special assistance in the event of a medical emergency or building evacuation (either because of a disability or for any other reason) should also promptly inform their course instructor(s) and the Disability Resource Centre of their personal circumstances.

### ***Attempts***

Students must successfully complete a course within a maximum of three attempts at the course. Students with two attempts in a single course will be allowed to repeat the course only upon special written permission from the Associate Dean. Students who have not successfully completed a course within three attempts will not be eligible to graduate from the appropriate program.

## Course Schedule

The due dates for assignments will be set when the assignment is distributed in class. Most assignments will be distributed in lab and due in the next lab.

Week Number	Week of	Topic	Assignment (value)
1	Sept. 11	Communication Theory Focusing Your Writing	diagnostic test
2	Sept. 18	Providing Reader Access	access memo (5%)
3	Sept. 25 (Shinerama-Sept. 27)	Developing an Effective Style (1)	
4	Oct. 2	Developing an Effective Style (2)	style memo (10%)
5	Oct. 9 (Thanksgiving)	Writing Routine Letters Presenting Information Orally	oral presentation (10%)
6	Oct. 16	Writing Persuasive Letters (1)	persuasive letter (10%)
7	Oct. 23	Midterm Exam	midterm exam (20%)
8	Oct. 30	Writing Persuasive Letters (2) Summarizing Information	
9	Nov. 6	Writing Instructions (1)	instructions (10%)
10	Nov. 13 (Remembrance Day)	Writing Instructions (2)	
11	Nov. 20	Oral Presentations	
12	Nov. 27	Oral Presentations	
13	Dec. 4	Final Writing Assignment	final assignment (30%) (in lieu of a final exam)
14	Dec. 11-15	Final Exam Week-Good Luck!	

*At the instructor's discretion, the topics, sequencing and evaluation may change depending on the needs of the technology. Students will be notified of any changes, and these will be posted on Shareout.*