



A POLYTECHNIC INSTITUTION

School of Computing and Academic Studies  
Program: Computer Systems Technology

**COMM 2216**  
**Business Communication 2**

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|---------------------|-----------------|------------------------|----------------|
| <b>Start Date:</b>  | January 3, 2007 | <b>End Date:</b>       | April 20, 2007 |
| <b>Total Hours:</b> | 60              | <b>Total Weeks:</b>    | 15             |
| <b>Hours/Week:</b>  | 4               | <b>Lecture:</b>        | 2              |
|                     |                 | <b>Lab:</b>            | 2              |
|                     |                 | <b>Term/Level:</b>     | 2              |
|                     |                 | <b>Course Credits:</b> | 4              |

|                     |   |  |                               |
|---------------------|---|--|-------------------------------|
| <b>Prerequisite</b> |   | <b>COMM 2216 is a Prerequisite for</b> |                               |
| <b>Course No.</b>   | <b>Course Name</b>                        | <b>Course No.</b>                      | <b>Course Name</b>            |
| COMM 1116           | Business Communication 1<br>or equivalent | ACIT 3900                              | Computer Projects Practicum 1 |
|                     |   | or                                     |                               |
|                     |   | COMP 3900                              | Computer Projects Practicum 1 |

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**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 build on the skills you learned in first term to be an efficient and professional communicator at work. You will learn how to conduct an effective job search and write the accompanying résumé and cover letter to support it. You will also write effective reports, deliver a persuasive oral presentation to your set, and participate effectively in meetings and group work. You will prepare a formal report and present it orally and in writing.

The course consists of two one-hour lectures and a two-hour lab each week. The lectures provide the basic theory and demonstrations; the labs provide opportunities to apply the theory. You will be expected to demonstrate your understanding of both theory and applications in the assignments and tests.

**Course Learning Outcomes/Competencies**

This second-level communication course builds on the oral and written skills acquired in COMM 1116.

Upon successful completion of this course, you will be able to

1. write an effective résumé and cover letter
2. write informal reports
3. prepare and deliver a persuasive oral presentation to your set
4. conduct and participate in meetings productively
5. prepare a formal report and present it orally and in writing
6. select materials for inclusion in your portfolio.

## Evaluation

|                 |             |  |
|-----------------|-------------|--|
| Assignments     | 40          | <i>To receive a percentage grade, you must complete all assignments and achieve a passing average on the tests. Your professionalism mark is based on attendance and completion of class activities and quizzes.</i> |
| Professionalism | 10          |  |
| Midterm Exam    | 20          |  |
| Final Exam      | 30          |  |
| TOTAL           | <u>100%</u> |  |

## Meaning of Your Grades

Each assignment is accompanied by a checklist of the criteria the instructor will use to mark your assignment. After completing your assignment, you should use the checklist to help you ensure your assignment has met all the criteria.

To determine the final grade on an assignment, the instructor must weigh the virtues of a particular assignment against its defects to determine the final grade. This process involves more than counting up the number of red marks and subtracting the total from 100.

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

### 80 - 100% First Class

**A superior assignment which is smoothly written/presented and effectively organized.** It leads the readers/audience 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 reader benefits or examples, 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/presented, 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 paper with a major, unacceptable flaw.

### 0 - 49% Fail

**A paper that fails to meet the basic demands of the assignment.** It may have a great many minor errors or several major errors or have a major unacceptable flaw.

*Adapted by Dixie Stockmayer from the Preface of Business Writing and Case Problems by Kitty O. Locker*

### Verification

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

Susan Woo  
Susan Woo, Instructor

Jan. 2, 2007  
Date

I verify that this course outline has been reviewed.

Patricia Sackville  
Patricia Sackville, Program Head, Curriculum

Jan 3/07  
Date

I verify that this course outline complies with BCIT policy.

Elaine Decker  
Elaine Decker, Associate Dean

January 3, 2007  
Date

Note: If changes are required to the content of this course outline, students will be given reasonable notice of these changes.

### Instructor(s)

|                |   |  |
|----------------|---|--|
| Gjoa Andrichuk | Office Location: SW2 243<br>Office Hours: TBA | Office Phone: 604-451-6891<br>E-mail Address: Gjoa_Andrichuk@bcit.ca |
|----------------|---|--|

|           |   |   |
|-----------|---|---|
| Susan Woo | Office Location: SW2 243<br>Office Hours: TBA | Office Phone: 604-451-6883<br>E-mail Address: Susan_Woo@bcit.ca |
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### Learning Resources

#### Required:

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

#### Recommended:

- a college level dictionary

If you are working in English as a second or additional language, you should 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.

### *Assignment Details*

**Assignments are due at the beginning of the two-hour lab** unless otherwise stated. Word-process all "take-home" assignments. 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. Unless you have the instructor's permission or a medical note, late assignments will receive comments, but **no grade**.

Please place any assignments submitted outside of class in the instructor's assignment box. The green boxes are located on the second floor where SW3 meets SW2.

**You must complete all assignments and receive an average of at least 50% on exams to get credit for the group assignment.** You must demonstrate that you can do the work on your own to a passing level to get credit for the group work.

**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.**

## Information for Students(cont'd)

### *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*

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 cheating and plagiarism cases will be reported to the First-year Program Head of Computer Systems Technology or Computer Information Technology, the Communication Department’s Curriculum Program Head, and the Associate Dean of the School of Computing and Academic Studies.

### *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.

**Term 2A - Winter 2007**

The Communication “week” begins with the first lecture of the week. The due date for assignments is set when they are given.

| WEEK OF                                     | TOPIC  | ASSIGNMENT (value)   |
|---|--|--|
| Jan. 3                                      | Developing a Marketing Strategy<br>Writing Résumés (1)   | Job Package (10%)  |
| Jan. 9                                      | Writing Résumés (2)<br>The Electronic Job Search   | ☒ Reflection on Job Search   |
| Jan. 16                                     | Writing Cover Letters<br>Participating in Job Interviews   |  |
| Jan. 23                                     | Introduction to Reports<br>Report Writing Process  | ☒ Summary  |
| Jan. 30                                     | Working in Teams and Writing Collaboratively<br>Participating in Meetings<br>Researching and Documenting Sources | Feasibility Study (30%)<br>☒ Reflection on Project Management and Teamwork |
| Feb. 6                                      | Writing Formal Reports and Proposals   |  |
| Feb. 13                                     | Selecting and Integrating Graphics<br>Persuasive Oral Presentations  |  |
| Feb. 20                                     | <b>Midterm Exam</b>  | <b>Midterm Exam (20%)</b>  |
| Feb. 27<br><i>Feb. 28-BCIT Staff PD Day</i> | Translating Technical Information<br>Organizing Presentation Materials<br>Persuasive Oral Presentations          |  |
| Mar. 6                                      | Introduction to Formal Reports   |  |
| <i>Mar. 12-16: Spring Break</i>             |  |  |

☒ Items marked with a ☒ count as part of your professionalism mark.

*At the instructor’s discretion, the topics, sequencing or evaluation may change depending on the needs of the technology. Students will be given notice of any changes.*

**Term 2B - Spring 2007**

The Communication “week” begins with the first lecture of the week. The due date for assignments is set when they are given.

| WEEK OF   | TOPIC                                   | ASSIGNMENT (value)                   |
|---|---|--------------------------------------|
| Mar. 20   | Feasibility Oral Presentations          | Orals scheduled in lectures and labs |
| Mar. 27   | Feasibility Oral Presentations          |                                      |
| Apr. 3<br><i>Apr. 6-Good Friday</i><br><i>Apr. 9 -Easter Monday</i> | Selecting Materials for Your Portfolio  |                                      |
| Apr. 10   | Self-Assessment of Communication Skills | ☒ Reflection on Communication Skills |
| Apr. 16-21  | <b>Final Exam Week-Good Luck!</b>       | <b>Final Exam (30%)</b>              |

☒ Items marked with a ☒ count as part of your professionalism mark.

*At the instructor’s discretion, the topics, sequencing or evaluation may change depending on the needs of the technology. Students will be given notice of any changes.*