



**MCS\*2000 \* Fall 2022**

## **BUSINESS COMMUNICATION**

### **General Course Information**

<b>Instructor:</b>	Rob McLean
<i>Email</i>	mclean01@uoguelph.ca
<i>Office Location</i>	MINS 259
<i>Office Hours</i>	By appointment or email
<i>Department</i>	Marketing and Consumer Studies
<b>Class Schedule:</b>	<b>T/Th 1:00pm – 2:20pm – MCLN 102</b>

### **Course Calendar Description**

This course provides an overview of business communication by reviewing and discussing key concepts such as leadership, sustainability, ethics and globalization. Weekly classes are supplemented by discussions of business cases and hand-in assignments designed to develop the written, verbal and non-verbal business communication skills required to successfully and persuasively share ideas, research, proposals, applications, and business plans.

### **Learning goals and learning outcomes**

The learning outcomes for this course include

1. Create, conduct and deliver efficient, informative written, verbal, and non-verbal communications in order to persuasively develop a targeted audience's comprehension
2. Anticipate audience needs and expectations and adapt behaviour to meet those needs, assessing and leveraging specialized vocabularies employed in specific business contexts (e.g. corporate, organizational, community benefit, intercultural)
3. Apply course concepts and best practices to effectively research, plan, write and present information
4. Cultivate professional credibility, self-awareness, situational adaptability, and confidence
5. Effectively create and implement different formats of business communication (e.g. reports, proposals, plans, routine messages)

## Course Resources:



**Required Text: Meyer, Carolyn. Communicating for Results, A Canadian Student's Guide, Fifth Edition.**

**© 2020. ISBN-10: 0199036128 • ISBN-13: 9780199036127**

### **Other Resources**

Additional resources will be announced in class and will be posted on CourseLink.

## Learning toolbox, activities, and resources:

The course is based on an active 12-week semester. The course content is built around this fall's unique online semester with short video lectures and video content, student presentations, directed learning projects, practical online projects, consulting projects, and discussion forums. We will also analyze actual business situations and problems to propose recommendations, solutions, and actions.

Student presentations will allow everyone to actively share their knowledge with peers while participating in digital marketing's practical application.

In addition to a variety of written and video content posted on the course website, we will also use LinkedIn Learning (a service that is available free to undergraduate students through your University login). We will also make active use of Shopify's educational platform.

### **Things you need:**

1. An internet connection is required. Course content will be asynchronous (not live) or recorded for later viewing when convenient.
2. This course requires a working microphone. You will not be required to be on video (from a grading perspective), though you are strongly encouraged to use this course to build your comfort with video presentation skills if you wish.
3. The course will provide closed captioning on videos. Please contact the instructor directly if you have additional accessibility needs.

### **Things to do:**

1. You should check the course website every 24 hours.
2. You should expect to dedicate 5 – 10 hours per week to this 12-week online course to get the most out of it.
3. Check the course calendar for important dates, and plan for group commitments. Try to adhere to professional expectations by meeting all due dates.
4. All course materials including notes, videos and PowerPoints can be either viewed or downloaded on the course website.

### How to interact:

1. We will be using the CourseLink Discussion forum to communicate, accessible through our CourseLink course website page. The instructor will check this forum frequently and will respond promptly.
2. Each week your instructor will post a brief video to review expectations. We will record and post optional synchronous sessions.
3. We expect students to interact with one another online. We will use various platforms (no additional cost required) to engage with one another.

## Summary of Course Content and Materials

The CourseLink page (address: <http://courselink.uoguelph.ca>) is the foundational of this course with regularly posted news, course information, and grades. It is an information centre where you will find *some* course information, but detailed class content will not always be posted – class attendance is essential for learning. Students are encouraged to touch base with their peers for class discussions and/or materials if they are unable to attend a class. Attendance and engagement in all classes will enhance learning outcomes.

### On-Line Communication:

- CourseLink is the anchor for most course information and communication
- Any announcements related to the course that are not made in class will be posted on the “news” board on the course site
- I may communicate with you via your central email account <uoguelph.ca> from time to time. You are required to check this account on a regular basis.
- I will only respond to emails sent to [mclean01@uoguelph.ca](mailto:mclean01@uoguelph.ca). While I am relatively easy to find online at other locations, I will only respond to internal email.
- While I usually check my email daily, students can reasonably expect a response from me within 48 hours (especially over a weekend).
- If your email is inappropriate in its tone or content generally or is requesting information that was already clearly discussed in class, I may elect not respond to such emails.

## Course Schedule and Key Dates

Classwork	Submissions & Assessments	Homework
<b>September 8<sup>th</sup> – Course introduction</b>		
<b>Week One: Introduction</b>		
<b>Sept 13:</b> Issues, trends, professionalism, credibility, learning outcomes – purpose, processes, definitions		• Chapter 1 • Quiz
<b>Sept 15:</b> Demonstrated Professionalism, Writing improvement		
<b>Week Two: The Communication Process</b>		
<b>Sept 20:</b> Understanding yourself, understanding your audience	• Personal Mission Statement (ind.) due Sept 22	• Chapter 2 • Quiz
<b>Sept 22:</b> Written, verbal, non-verbal communication, Emails		
<b>Week Three: Planning, Writing, Revising</b>		
<b>Sept 27:</b> Planning for concise communication		• Chapter 3 • Quiz
<b>Sept 29:</b> Research, editing, personal brand		
<b>Week Four: Personal communication, interviews, applications</b>		
<b>Oct 4:</b> Oral communication, communicating for employment, interviews	• Video presentation (ind.) due Oct 6	• Chapters 10,13 • Quiz
<b>Oct 6:</b> Presentations, meetings, video conferencing		
<b>Week Five: Business Style</b>		
<b>Oct 11:</b> FALL BREAK		• Chapters 4,5 • Quiz
<b>Oct 13:</b> Using appropriate words, conciseness, grammar, punctuation		
<b>Week Six: Reports and Proposals</b>		
<b>Oct 18:</b> Group Business Reports - planning	• Team Contract due Oct 20	• Chapters 11,12 • Quiz
<b>Oct 20:</b> Informal and Formal Reports, Proposals, applications		
<b>Week Seven: Business Communication formats</b>		
<b>Oct 25:</b> Writing a Business Plan, Memos, emails, formats, contexts, goodwill	• Business Report due Oct 27	• Chapters 6,7 • Quiz
<b>Oct 27:</b> Critique discussion, presentations & public speaking		
<b>Week Eight: Persuasive communication</b>		
<b>Nov 1:</b> Persuasion, preparation, sales, fundraising		• Chapter 9 • Quiz
<b>Nov 3:</b> Team Presentations – planning and team work		
<b>Week Nine: Effective unwelcome communication</b>		
<b>Nov 8:</b> Unfavourable news	• Team presentation submissions due Nov 10	• Chapter 8 • Quiz
<b>Nov 10:</b> Crisis communications		
<b>Week Ten: Intercultural Communication</b>		
<b>Nov 15:</b> Cross-cultural communication		• Chapter 2 • Quiz
<b>Nov 17:</b> Cultural intelligence		
<b>Week Eleven: Impersonal communication</b>		
<b>Nov 22:</b> Online, mobile, video, content marketing, accessibility		• Chapter 14 • Quiz
<b>Nov 24:</b> Multimedia, emotional intelligence		
<b>Week Twelve: Professionalism and credibility</b>		
<b>Nov 29:</b> Course review	• Reflective Report (independent) due Nov 29 <sup>th</sup>	• All chapters
<b>Dec 1:</b> Final exam review (class rescheduled from Oct. 11)		
<b>Note:</b> The schedule of learning activities outline above may require modification from time to time. Any changes will be announced in class and/or on the CourseLink site.		

## Course Activities

		<b>Assignments</b>	<b>Associated Learning Outcomes</b>	<b>Due Date/ location</b>
<b>Assessment 1:</b>	20%	Eleven quizzes will be posted on CourseLink. Your final grade in this section will be comprised of your best ten grades of the eleven quizzes (for a total weight of 15%)	Demonstrate understanding of course content, concepts, best practices, and their application. A mix of m/c and t/f questions. LO# 2,3,5	Dates and quizzes on CourseLink
<b>Assessment 2:</b>	30%	Three independent submissions: Personal Mission Statement (7.5%), Video presentation (15%), Reflective Report (7.5%)	Three assignments will demonstrate the creation and implementation of different formats of business communication. LO# 1,2,3,4,5	Various dates. All submissions to CourseLink Dropbox
<b>Assessment 3:</b>	15%	Business Report (Team Assignment)	Demonstrate expertise with applied course concepts, working in pairs LO# 1,2,3,4,5	Oct 27 <sup>th</sup>
<b>Assessment 4:</b>	10%	Team Contract and Persuasive Presentation (Team Assignment)	Demonstrate awareness of group dynamics, and verbal presentation best practices LO# 1,4,5	Team Contract: Oct 20 <sup>th</sup> , Presentation: Nov 10 <sup>th</sup>
<b>Assessment 5:</b>	25%	Final Exam	Demonstrate expertise with applied course concepts LO# 2,3,5	Time and location TBD
<b>Total</b>	<b>100%</b>			

## Course Philosophy and Approach

### Knowledge and Understanding

This course will further your understanding of the role of effective business communication in an organization by helping you develop skills and strategies for internal and external communication. You will learn to communicate effectively for your own individual career success. You will learn about (and practice) common communication formats, including memos, letters (emails), executive summaries, informal and formal reports, and presentations. You will develop and implement skills and tactics that will enhance your professionalism, effectiveness, and credibility in any workplace.

### Transferable Skills and Values

After having taken this course, you should be able to communicate effectively through various work situations, understanding how the ability to change communication styles can influence a **situation**. You will gain skills that you will be able to use throughout your career in “real life” scenarios. A disciplined approach to class work, studying and reading during this course is fully transferrable to other courses, and to the business world.

The course is based on an active 12-week semester. One of the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class. These materials will be discussed in class.

### Class Content

While there is no participation grade associated with this course, attendance and participation may contribute greatly to your overall grade. Actively learning to communicate with peers and instructors will help you to achieve the learning objectives of this course. In-class content will directly apply to quizzes and the final exam. Students who attend and actively participate in classes have a distinct academic and professional advantage over those who do not. Classes will involve formative learning activities and opportunities that will also be subject to summative assessments. There will be very limited website posts regarding in-class discussions/content, so students will be expected to consult with their peers if they miss classes. Material discussed in class will appear on quizzes and exams so students should attend all scheduled classes.

## Course Policies

All students are expected to abide by the University's academic regulations in the completion of their academic work, as set out in the undergraduate calendar (see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/index.shtml>). Some regulations are highlighted below:

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and directs all members of the University community – faculty, staff and students – to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring. The University of Guelph takes a serious view of academic misconduct and it is your responsibility as a student to be aware of and to abide by the University's policy. Included in the definition of academic misconduct are such activities as cheating on examinations, plagiarism, misrepresentation, and submitting the same material in two different courses without written permission. To better understand your responsibilities, read the Undergraduate Calendar at: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml> You are also advised to make use of the resources available through the Learning Commons (<http://www.learningcommons.uoguelph.ca/>) and to discuss any questions you may have with your course instructor, teaching assistant, Academic Advisor or Academic Counselor. Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion from the University can be imposed.

### Academic Consideration

Students who find themselves unable to meet course requirements by the deadline or criteria expected because of medical, psychological or compassionate circumstances beyond their control, should review the regulations on Academic Consideration in the Undergraduate Calendar ([http://www.uoguelph.ca/undergrad\\_calendar/c08/c08-ac.shtml](http://www.uoguelph.ca/undergrad_calendar/c08/c08-ac.shtml)) and discuss their situation with the instructor, Program Counsellor or Academic Advisor as appropriate.

### Religious Holidays

Should a student need to miss scheduled tests, mid-term examinations, final examinations, or requirements to attend classes and participate in laboratories for religious reasons, please advise the instructor within two weeks of the distribution of this course outline so that alternate arrangements can be made. For further information see <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-accomrelig.shtml>

## University Policies

### Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

### Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

### Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: <http://www.csd.uoguelph.ca/csd/>

### Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#).

### Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.



## Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, November 3<sup>rd</sup>. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>.

## Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings and academic schedules. Any such changes will be announced via CourseLink and/or class email. All University-wide decisions will be posted on the COVID-19 website [hyperlink to the website] and circulated by email.

## Illness

The University will not require verification of illness (doctor's notes) for the fall 2020 or winter 2021 semesters.

<b>Date Submitted to Chair:</b>	
<b>Chair Signature (Approval):</b>	<i>Tirtha Dhar</i>
<b>Date Approved by Chair:</b>	