



## COURSE OUTLINE

### CENTRE FOR BUSINESS

**COURSE NAME:** Professional Communication  
**COURSE CODE:** COMM 1034  
**CREDIT HOURS:** 42  
**PREREQUISITES:** COMM 1007  
**COREQUISITES:** None  
**PLAR ELIGIBLE:** YES ( X ) NO ( )  
**EFFECTIVE DATE:** January 2010  
**PROFESSOR:**  
**PHONE:** **EMAIL:**

**NOTE TO STUDENTS:** Academic Departments at George Brown College will **NOT** retain historical copies of Course Outlines. We urge you to retain this Course Outline for your future reference.

FOR OFFICE USE ONLY		
<b>ORIGINATOR:</b> _____	SIGNATURE	DATE
<b>CHAIR:</b> _____	SIGNATURE	<u>November 2009</u> DATE
<b>DATE OF REVISION:</b> _____		

**EQUITY STATEMENT:** George Brown College values the talents and contributions of its students, staff and community partners and seeks to create a welcoming environment where equity, diversity and safety of all groups are fundamental. Language or activities which are inconsistent with this philosophy violate the College policy on the Prevention of Discrimination and Harassment and will not be tolerated. The commitment and cooperation of all students and staff are required to maintain this environment. Information and assistance are available through your Chair, Student Affairs, the Student Association or the Human Rights Advisor.

George Brown College is dedicated to providing equal access to students with disabilities. If you require academic accommodations visit the Disability Services Office or the Deaf and Hard of Hearing Services Office on your campus.

**STUDENT RESPONSIBILITIES:** Students should obtain a copy of the *Student Handbook* and refer to it for additional information regarding the grading system, withdrawals, exemptions, class assignments, missed tests and exams, supplemental privileges, and academic dishonesty. Students are required to apply themselves diligently to the course of study, and to prepare class and homework assignments as given. Past student performance shows a strong relationship between regular attendance and success.

## COURSE DESCRIPTION:

Professional Communications builds on the skills acquired in COMM 1007 (e.g., documentation, summaries) and applies them to business communication. Students learn typical business formats, select appropriate business language, and apply situational strategies to create clear, concise workplace communication. The focus is on professional correspondence (e-mails, memos, letters, and informal reports), oral communication, and interpersonal skills.

## ESSENTIAL EMPLOYABILITY SKILLS:

As mandated by the Ministry of Training, Colleges and Universities essential employability skills (EES) will be addressed throughout all programs of study. Students will have the opportunity to **learn (L)** specific skills, to **practice (P)** these skills, and/or **be evaluated (E)** on the EES outcomes in a variety of courses. The EES include communication, numeracy, critical thinking & problem solving, information management, interpersonal and personal skills. The faculty for this course has indicated which of the EES are either Learned (**L**), Practiced (**P**) or Evaluated (**E**) in this course:

<b>Skill</b>	<b>L</b>	<b>P</b>	<b>E</b>	<b>Skill</b>	<b>L</b>	<b>P</b>	<b>E</b>
1. communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience	X	X	X	7. locate, select, organize and document information using appropriate technology and information sources	X	X	X
2. respond to written, spoken or visual messages in a manner that ensures effective communication	X	X	X	8. show respect for the diverse opinions, values, belief systems, and contributions of others	X	X	
3. execute mathematical operations accurately				9. interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals	X	X	X
4. apply a systematic approach to solve problems	X	X	X	10. manage the use of time and other resources to complete projects		X	
5. use a variety of thinking skills to anticipate and solve problems	X	X		11. take responsibility for one's own actions, decisions and consequences	X	X	
6. analyze, evaluate, and apply relevant information from a variety of sources	X	X					

## **COURSE OUTCOMES:**

Upon successful completion of this course the students will have reliably demonstrated the ability to:

***Outcome 1: Construct professional correspondence including e-mails, memos, letters, and informal reports.***

*Related Objectives:*

- Define the three steps in the business writing process
- Identify a variety of document structures
- Compose a variety of business communications
- Distinguish between academic and professional writing
- Distinguish between personal and professional writing in relation to audience/context
- Understand situational requirements of business writing
- Revise business documents for organization, style, and clarity
- Edit business documents for grammar and mechanics

***Outcome 2: Model a wide variety of professional oral communication tasks including meetings and presentations.***

*Related Objectives:*

- Define a variety of oral communication structures
- Describe three steps in the oral communication process
- Understand best practices in a variety of oral communications tasks
- List components of business presentations
- Distinguish between effective and ineffective presentations
- Define effective use of visual aids such as PowerPoint

***Outcome 3: Incorporate excellent interpersonal communication skills such as teamwork into a professional setting.***

*Related Objectives:*

- Define interpersonal skills
- Define standards of behaviour in teamwork
- Understand the process of and roles in team development and performance
- Demonstrate best practices in teamwork
- Define standards of etiquette in professional situations
- Demonstrate best practices in business etiquette

## **DELIVERY METHODS / LEARNING ACTIVITIES:**

The course is delivered through a mix of lectures, discussions, workshop/labs, online learning, case studies, videos, and collaborative learning.

## **LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:**

***Required:*** Guffey, Mary Ellen and Richard Almonte. *Essentials of Business Communication. Sixth Canadian Edition.* Toronto: Thomson Nelson, 2010 with Web Research Guide package included. (ISBN-10: 0176473351)

***Recommended / Optional:*** An up-to-date Canadian dictionary.

## TESTING POLICY:

The college's policies on academic dishonesty (i.e., cheating) can be accessed at <http://www.gbrownc.on.ca/Admin/VP Acad/policies/gbacademicpolicies9.pdf>. In addition to the above policies, the following guidelines apply:

- Students cheating during the final exam will be assigned a zero grade on the exam.
- Paper dictionaries are allowed as aids during the final exam; electronic dictionaries and other devices including cell phones and PDAs are not.
- Students must complete the final exam on the assigned day. If unable to complete the exam as scheduled, students are required to notify the professor well in advance so alternative arrangements can be made. Failure to comply with this policy may result in a zero grade.

## ASSIGNMENT POLICY:

The college's policies on assignments (i.e., due dates and academic dishonesty) can be accessed at <http://www.gbrownc.on.ca/Admin/VP Acad/policies/gbacademicpolicies9.pdf>. In addition to the above policies, the following guidelines apply:

- Assignments must be word-processed.
- Late assignments will be penalized. Your professor will provide you with your program's late-penalty details in writing.
- Students are advised to keep all marked assignments, feedback on workshop/labs, and the course outline. In cases of disagreement over marks or work completion, assignments must be produced by the student. Except in unusual and verifiable circumstances, work performed in class cannot be made up.

## EVALUATION SYSTEM:

Assessment Tool:	Description:	Outcome(s) assessed:	EES assessed:	Date / Week:	% of Final Grade:
Professional Correspondence	Individual and group writing	1, 2	1, 2, 5, 6, 7, 8, 9, 10, 11	3, 6, 10, 12	35
Oral Presentation with Preparatory Work	Group PowerPoint presentation with preparation	2,3	1, 2, 5, 6, 7, 8, 9, 10, 11	13, 14	20
Interpersonal Communication Assignment	Team meeting and minutes	3	1, 2, 5, 6, 8, 9, 10, 11	9	10
Midterm Test	Multiple choice, letter or memo construction, editing assignment	1	1, 2, 5, 6, 7, 8, 10, 11	7	15
Final Exam	Short informal report	1	1, 2, 5, 6, 7, 8, 10, 11	15	20
				<b>TOTAL:</b>	<b>100%</b>

## GRADING SYSTEM

The passing grade for this course is:     D    

A+	90-100	4.0	B+	77-79	3.3	C+	67-69	2.3	D+	57-59	1.3	Below 50	F	0.0
A	86-89	4.0	B	73-76	3.0	C	63-66	2.0	D	50-56	1.0			
A-	80-85	3.7	B-	70-72	2.7	C-	60-62	1.7						

Excerpt from the College Policy on Academic Dishonesty:

The *minimal* consequence for submitting a plagiarized, purchased, contracted, or in any manner inappropriately negotiated or falsified assignment, test, essay, project, or any evaluated material will be a grade of zero on that material. To view George Brown College policies please go to [www.georgebrown.ca/policies](http://www.georgebrown.ca/policies)

Students will receive feedback and/results of all tests and assignments within two weeks of the due date except in unusual circumstances.

### TOPICAL OUTLINE:

Week	Topic / Task	Outcome(s)	Content / Activities	Resources
1	- Intro to course - Successful communication in a diverse workplace	1, 3	- Icebreaker exercise/informal presentation - Diagnostic writing sample	Chapter 1
2	- Writing for business - Face-to-face communication - E-mail	1, 2, 3	- Style/tone exercise - Collaborative e-mail assignment	Chapters 2, 4
3	- Effective writing - Routine business meetings - Memo/letter formats	1, 2, 3	- Direct/indirect exercise - Business meeting exercise - <b>Individual e-mail assignment DUE (10%)</b>	Chapters 3, 4, 5, 10, Appendix A
4	- Editing and revising - Routine letters/memos	1, 2, 3	- Editing exercise - Collaborative memo assignment	Chapters 3, 4, 5
5	- Persuasive letters	1, 2, 3	- Editing exercise - Individual letter assignment - Peer editing assignment	Chapters 3, 6
6	- Meeting minutes - Midterm review	1, 2, 3	- Meeting and minutes exercise - <b>Letter/Memo package DUE (15%)</b>	Chapter 10
7	- Midterm test		- <b>Midterm test (15%)</b>	Lectures and Chapters 1-6, 10, Appendix A
8	<i>INTERSESSION WEEK</i>			

9	- Meeting minutes, cont'd - Introduction to informal reports - Information reports	1, 2, 3	- <b>Interpersonal Communication Assignment in class (10%)</b>	Chapters 8, 10, Appendix A
10	- Constructive criticism at work - Recommendation and justification reports	1, 2, 3	- <b>Collaborative justification report in class (5%)</b>	Chapters 8, 10
11	- Working in teams - Oral presentations: best practices	1, 2, 3	- Oral presentation preparation	Chapter 11
12	- Problem solving in teams - Progress reports - Oral presentations: workshop	1, 2, 3	- <b>Collaborative progress report in class (5%)</b>	Chapter 8, 11
13	- Oral presentations - Test review	2, 3	- <b>Oral presentations (Set 1) (20%)</b>	
14	- Oral presentations - Test review	2, 3	- <b>Oral presentations (Set 2) (20%)</b>	
15	- Final exam		- <b>Final exam (20%)</b>	Lectures and Chapters 8, 10, 11, Appendix A

**Please note: this schedule may change as resources and circumstances require.**

For information on withdrawing from this course without academic penalty, please refer to the College Academic Calendar: <http://www.georgebrown.ca/Admin/Registr/PSCal.aspx>