

Justice Institute of British Columbia
COURSE OUTLINE

Course Code: BCMNS110
Course Title: Business Communications
Prerequisite Courses: None
School:
Division/Academy/Centre: Office of Graduate Studies & Academic Services
Previous Course Code & Title: BESM135
Course First Offered: 5 January 2009

# of Credits:	3
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Course Description:

In this introductory communications course learners will examine organizational communications requirements and identify their personal communications styles. They will use knowledge gained to plan and facilitate meetings, prepare and make effective presentations, and plan, organize and write business documents.

Course Goal(s):

The goal of this course is to provide learners with a solid foundation in the communications skills they will require to function effectively in a business environment and strategies for continued growth of communications competence.

Learning Outcomes:

Upon successful completion of this course, the learner will be able to apply their understanding of organizational communication requirements and their personal communications style to:

1. Identify personal communications style.
2. Examine organizational communications requirements.
3. Prepare and present ideas and concepts for a business audience.
4. Deliver effective presentations.
5. Plan, facilitate and follow up meetings.
6. Prepare well focused and presented emails, letters, memorandums and reports.
7. Demonstrate interpersonal communications techniques.
8. Implement strategies for ongoing communications skills development.

Course Topics/Content:

- Individual Communication Assessment
- Organizational Communications Requirements
- Creating Impact through Communication: Presenting Ideas and Concepts for Diverse Audiences
- Effective Presentations
- Planning, Facilitation, and Reporting on Meetings
- Preparing Letters, Memorandums and Reports
- Strategies for ongoing communications skill development including linkages to other courses including ENGL100 Academic Writing and ENGL105 Critical Reading & Writing Skills

Text and Resource Materials:

Required:

Brounstein, M., Bell, A.H., Smith, D.M., & Isbell, C. (2006). *Business Communication: Communicate effectively in any business environment*. Hoboken, NJ: John Wiley and Sons, Inc.

Course Level:

x	First Year		Second Year		Third Year		Fourth Year
	Graduate		Other (describe):				

Equivalent Course(s) within the JIBC:

Class Delivery Methods:

Delivery Methods	Class Option A (Hours)	Class Option B (Hours)	Class Option C (Hours)	Class Option D (Hours)
Classroom/Lecture/Discussion				
Simulation/Lab				
Practicum/Fieldwork				
Online	42 hrs			
Correspondence				
Total Class Hours	42 hrs			

Comments on Delivery Methods:

Course Grading System:

x	Letter Grades		Percentage		Pass/Fail
	Complete/Incomplete		Attendance Only		

Passing Grade:	50%
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Evaluation Activities and Weighing:

Final Exam	30%	Assignments	45%	Project	25%	Capstone Project	%
Midterm Exam	%	Portfolio	%	Participation	%	Other	%
Quizzes/Test	%	Simulations	%	Practicum	%	TOTAL	100%

Comments on Evaluation Activities and Weighing:

Students are required to:

Participate and complete all required evaluation components.

Other Course Guidelines, Procedures and Comments:

General:

Students are required to read and agree to JIBC's Academic Regulations and Student Policies and related procedures. Please review these by visiting the JIBC website at www.jibc.ca. Select *Programs & Courses*; *JIBC Calendar* and click on *Academic Regulations* or *Student Policies* respectively.

Attendance:

Students enrolled in classroom courses are, unless otherwise advised, required to attend all classes.

Evaluation Components:

If a student fails an evaluation component, one opportunity will be provided to re-write that evaluation component. Students must apply to the Program Coordinator/Instructor, within 5 days of receiving the failing grade, for approval and to schedule a re-write.

Assignments:

Students are required to submit assignments/course requirements according to due dates as outlined in the course schedule. Late assignments have mark penalties (see student manual). In extenuating circumstances an extension to the assignment due date may be granted upon application to the Program Coordinator.

Academic conduct and student code of conduct:

JIBC has policies relating to academic conduct and integrity, and student conduct. (Examples of misconduct include cheating, plagiarism, disruption of instructional activities, and harassment.) An appropriate code of conduct is necessary at all times to ensure that JIBC maintains an environment that is conducive to teaching and learning as well as safe for students and employees.

Course marks:

Student course marks or grades will be released only to the student registered for the course unless specific permission is given in writing for release to a third party.

Other Course Guidelines, Procedures and Comments:

View official versions of related JIBC academic regulations and student policies in the *JIBC Calendar* on the following pages of the JIBC website:

Academic Regulations:

<http://www.jibc.ca/programs-courses/jibc-calendar/academic-regulations>

Student Academic Integrity Policy
Academic Progression Policy
Admissions Policy
Academic Appeals Policy
Evaluation Policy
Grading Policy

Student Policies:

<http://www.jibc.ca/programs-courses/jibc-calendar/student-policies>

Access Policy
Harassment Policy – Students
Student Records Policy
Student Code of Conduct Policy

JIBC Core Competencies

The JIBC promotes the development of core and specialized competencies in its programs. Graduates of our programs will demonstrate high levels of competence in the following areas:

Critical thinking

Identify and examine issues and ideas; analyze and evaluate options in a variety of fields with differing assumptions, contents and methods.

Problem solving

State problems clearly; effectively and efficiently evaluate alternative solutions; choose solutions that maximize positive and minimize negative outcomes.

Communication, oral and written

Demonstrate effective communication skills by selecting the appropriate style, language and form of communication suitable for different audiences and mediums.

Interpersonal relations

Know and manage oneself; recognize and acknowledge the needs and emotions of others including those with diverse backgrounds and capabilities.

Leadership

Inspire individuals and teams to reach their potential by embracing innovation through strategic thinking and shared responsibility.

Independent learning

Show initiative by acting independently in choosing effective, efficient and appropriate applied learning, research and problem solving strategies.

Inter-professional teamwork

Understand and work productively within and between groups, respect others' perspectives and provide constructive feedback with special attention to inter-professional relationships.

Information literacy

Recognize and analyze the extent and nature of an information need; efficiently locate and retrieve information; evaluate it and its sources critically, and use information effectively and ethically.