



PROFESSIONAL COMMUNICATIONS I

Dept of English & Communication

Course Code: COMM1034	Co-Requisites: Please see Course Related Information	Pre-Requisites: COMM1007 OR COMM2000
Applicable Program(s): Multiple Programs Please See Below for Details	Core/Elective: Core	
Prepared by: Approved by:	Department of English & Communication, Faculty Alexandra MacLennan, Associate Dean, Dept of English & Communication	
Approval Date:	Tuesday, August 8, 2023	
Approved for Academic Year:	2023-2024	
Contact Hours:	42.00	
Credit Hours:	3.00	

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

This course contributes to your program by helping you achieve the following Essential Employability Skills:

- EES 1 **COMMUNICATION:** Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T, P, E,)
- EES 2 **COMMUNICATION:** Respond to written, spoken or visual messages in a manner that ensures effective communication. (T, P, E,)
- EES 4 **CRITICAL THINKING & PROBLEM SOLVING:** Apply a systematic approach to solve problems. (T, P, E,)
- EES 5 **CRITICAL THINKING & PROBLEM SOLVING:** Use a variety of thinking skills to anticipate and solve problems. (T, P, E,)
- EES 6 **INFORMATION MANAGEMENT:** Analyze, evaluate and apply relevant information from a variety of sources. (T, P, E,)

- EES 7 INFORMATION MANAGEMENT: Locate, select, organize and document information using appropriate technology and information systems. (T, P, E,)
- EES 8 INTERPERSONAL: Show respect for diverse opinions, values, belief systems and contributions of others. (T, P,)
- EES 9 INTERPERSONAL: Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (T, P, E,)
- EES 10 PERSONAL: Manage the use of time and other resources to complete projects. (P,)
- EES 11 PERSONAL: Take responsibility for one's own actions, decisions and consequences. (T, P,)

Note: "T" means elements of the skill are taught; "P" means elements of the skill are practiced; "E" means elements of the skill are evaluated; "C" means the skill culminates.

Course Learning Outcomes

When you have earned credit for this course, you will have demonstrated the ability to:

CLO 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
- Identify situational requirements of business writing
- Revise business documents for organization, style, and clarity
- Edit business documents for grammar and mechanics

CLO 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
- Describe components of business presentations
- Distinguish between effective and ineffective presentations
- Define effective use of visual aids

CLO 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

DELIVERY METHODS:

The course is delivered online through a mix of lectures, discussions, workshop/labs, case studies, videos, and collaborative learning. Some sections will have online synchronous classes while other sections will have on-campus classes.

Learning Resources

LIST OF TEXTBOOKS AND OTHER TEACHING AIDS:

This course will use Open Educational Resources as outlined in your Course Section Information document.

Recommended / Optional:

Course Related Information

PREREQUISITES: COMM 1007/1008 or COMM2000

COREQUISITIES: None

George Brown Related Information

ACKNOWLEDGEMENT OF THE TRADITIONAL LAND

We would like to acknowledge that George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and the land of other Indigenous Peoples who have lived here over time.

PROGRAM LEARNING OUTCOMES

College programs are designed to deliver program learning outcomes that relate to the unique content of a particular area of study. To review the specific program learning outcomes for your program, please go to your program page on the George Brown College website at <https://www.georgebrown.ca/>

IMPORTANT PROGRAM INFORMATION

Students are advised to consult program coordinators regarding specific requirements for successfully completing their program, including adding/dropping courses and other issues that might disrupt their course of study.

RETENTION OF COURSE OUTLINES

Students are expected to retain their course outlines to support learning in the course and for future use in applications for transfer of credit to other educational institutions.

COLLEGE POLICIES

It is essential that students review all college policies, including Academic Policies available at <https://www.georgebrown.ca/policies>.

DIGITAL LEARNING REQUIREMENTS

Students are required to have access to a computer and to the internet. There may also be additional technology-related requirements to participate in a course that are not included in the course materials fee, such as headphones, webcams, specialized software, etc. Details on these requirements can be found in the course outline for each course.

The Library Learning Commons (LLC) has a limited number of devices including laptops and portable WIFI devices to support students; however, the LLC cannot guarantee access to a device for all students.

ACCESSIBLE LEARNING SERVICES FOR STUDENTS

Accessible Learning Services facilitates academic support and services for George Brown College students with physical, sensory, learning, medical or mental health disabilities. Delivered in collaboration with academic departments and other service areas, these services are available to students in all programs at all campuses.

George Brown College is committed to upholding a student's right to individualized and timely accommodation that promotes dignity, independence, autonomy, equity, and inclusion for the student. In addition to our current supports, we are working to eliminate barriers by increasing access to alternate formats, planning accessible buildings and classrooms, enhancing employee training, and adopting inclusive practices in placement and on campus.

Only those involved in a student's accommodation plan shall be alerted to their registration with Accessible Learning Services, and a student's registration with Accessible Learning Services will not be identified on the student's official college transcript and/or graduation documentation. For more information, please visit the Accessible Learning Services website at <http://www.georgebrown.ca/accessible-learning-services/> or call 416-415-5000 ext. 2622 or email letstalk@georgebrown.ca

EQUITY STATEMENT

George Brown College values the diversity of our students, employees, and community partners, and is committed to providing a learning environment where all people are safe and respected. Comments, behaviours, or interactions that are inconsistent with our values may be a violation of the following college policies: Sexual Assault and Sexual Violence, Human Rights Discrimination and Harassment, and the Prevention of Workplace Violence and Harassment. These types of actions or comments are not acceptable and will not be tolerated. The commitment and cooperation of all students and employees is required to maintain a welcoming environment in which to learn and work.

Support and information are available through a Human Rights Advisor at diversity@georgebrown.ca or the Sexual Violence Response Advisor at svra@georgebrown.ca

For information on the relevant policies visit <https://www.georgebrown.ca/diversity/>

TEXT-MATCHING DETECTION SOFTWARE

Text-matching detection software assists faculty and students in preventing and detecting plagiarism. Faculty may use such software to check the originality of the academic work students submit in a course by comparing submitted assignments to those contained in publicly accessible internet sites, and academic journals, as well as databases of submitted papers and other sources. Faculty may not submit any student work that contains personally identifiable information through a text matching/anti-plagiarism tool or require students to do so.

Automated text matching software will be made available to all academic staff and students to promote academic integrity and appropriate documentation of sources. Professors may choose to use the college-approved automated text matching detection software in their courses. Students are permitted to submit draft assignments prior to the due date, and to receive the screening report that is also available to professors.

Student Evaluation System

Below is a list of evaluation methods included in this course along with the course learning outcomes (CLO) and essential employability skills (EES) assessed by each. In some cases, program learning outcomes (PLO) assessed may also be indicated.

Written Assignment(s) (10%)

Professional Notes (Meeting minutes)

Validates Outcomes: CLO 1, CLO 2, EES 1, EES 2, EES 6, EES 7, EES 9

Written Assignment(s) (20%)

Communication Package

Validates Outcomes: CLO 1, CLO 2, EES 1, EES 2, EES 5, EES 6, EES 7, EES 9

Assignment(s) (20%)

Interpersonal Communication

Validates Outcomes: CLO 3, EES 1, EES 2, EES 5, EES 6, EES 9

Midterm (20%)

Midterm assessment of general concepts, letter or memo construction, editing assignment

Validates Outcomes: CLO 1, EES 1, EES 2, EES 5, EES 6, EES 7

Project(s) (25%)

Group report and presentation with preparation

Validates Outcomes: CLO 2, CLO 3, EES 1, EES 2, EES 4, EES 5, EES 6, EES 7, EES 9

Teamwork (5%)

Contributions to activities and team exercises; completion of homework and/or writing tasks

Validates Outcomes: CLO 1, CLO 2, CLO 3, EES 2, EES 4, EES 9

Prior Learning Assessment and Recognition

Prior learning assessment and recognition (PLAR) is a process that gives students the opportunity to obtain academic credit for one or more courses in a certificate, diploma or degree based on demonstrated prior learning acquired through life experiences before enrollment in a program. More information regarding PLAR can be found on the GBC website at: <http://www.georgebrown.ca/plar/>

- This course is PLAR eligible, please see Program Coordinator/Chair for more information.

Grading System

The passing grade for this course is 50% / "D"

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

Refer to the Evaluation System on this outline for information on how marks are distributed. More detailed information on assessments may also be found in your Course Section document.

As per Office of the Registrar Policies:

"A" Range = GPA 4.0-Consistently exceeds (course) requirements; shows evidence of being well-organized; shows

original and creative thinking and a superior grasp of subject matter.

"B" Range = GPA 3.0-Shows consistent performance and evidence of being well-organized, shows elements of original and creative thinking; has a strong grasp of subject matter

"C" Range = GPA 2.0-Applies the subject matter appropriately; comprehends the subject matter."

"D" Range = GPA 1.0-The student inconsistently applies and communicates knowledge of the subject matter

"F" Range = GPA 0.0-The student fails to apply and communicate an understanding of the subject matter.

Additional information regarding grading for this course may also be found in the "Course Related Information" section of this course outline.

Programs

This Course is applicable to the following Programs.

B103 - Business - Accounting

B107 - Business Administration - Accounting

B108 - Business Administration - Marketing

B120 - Business - Marketing

B122 - Business Administration - Supply Chain and Operations Management

B125 - Business

B126 - Business Administration - Project Management

B130 - Business Administration - Finance

B131 - Business Administration - International Business

B133 - Business - Finance

B134 - Business - Human Resources

B144 - Business Administration - Human Resources

B145 - Business Administration

B150 - Business Administration - Finance

B154 - Business Administration - Human Resources

B155 - Business Administration

B156 - Business Administration - Project Management

B157 - Business Administration - Accounting

B158 - Business Administration - Marketing

B161 - Business Administration - International Business

B162 - Business Administration - Supply Chain and Operations Management

Legend

Terms

- ILO: Indigenous Learning Outcome
- Apprenticeship LO: Apprenticeship Learning Outcome
- CLO: Course Learning Outcome
- DPLO: Degree Program Learning Outcome
- EES: Essential Employability Skill
- EOP: Element of Performance
- GELO: General Education Learning Outcome
- LO: Learning Outcome
- APO: Additional Program Outcome
- PLA: Prior Learning Assessment
- PLAR: Prior Learning Assessment and Recognition
- PLO: Program Learning Outcome