**ADMS 3015 Summer 2019**

**Professional Communication in a Canadian Context**

**Course Director:** Jerry Carson

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**Class Time/Location:** Monday 19:00 – 22:00 – DB 0007

**Important Dates:** Summer Reading Week: 11 – 14 June 2019 (No Class)

**Overview**

This course is designed to increase the communicative competence of Internationally Educated Professionals (IEP) in both business writing and presentation skills while increasing their ability to analyze and negotiate the Canadian landscape relevant to their chosen profession. The course will explore various genres of business writing, including e-mail, proposals, reports, executive summaries, resumes and cover letters. Students will also be introduced to the principles of effective oral communication by developing and delivering both formal and informal presentations. Key areas of focus include:

1. Identifying Communicative Goals
2. Identifying and Assessing Audience Needs
3. Considering Cultural Contexts
4. Developing a Strategic Approach to Communication
5. Analyzing Information and Supporting a Position
6. Structuring Documents and Presentations
7. Editing Effectively

Theoretical instruction is provided through the textbook and lectures. Students will be expected to enhance their contributions to class discussions and activities by reading Canadian Business media (e.g. *Globe and Mail*, *Canadian Business* etc.) regularly. Students will also investigate a current issue in their fields through various publications. They will then prepare both a formal presentation and a short report summarizing their findings and analyzing the key aspects of the issue. Issues of grammar and style will be addressed as necessary throughout the course.

**Learning Objectives**

* To develop an understanding of the forms and styles of written and oral communication appropriate to the Canadian business context
* To develop the ability to write and present information and ideas clearly, concisely and persuasively
* To develop an appreciation for the value and significance of addressing audience needs in business communication

**Required Texts:**  *Communicating at Work: Creating Messages that Get Results* (Fourth edition) by Ron S. Blicq, Pearson, 2005.

Various articles from the Canadian business press

**Assignments and Evaluation**

* Participation: in-class discussion and activities 15%
* Article Critique 15%
* In-Class Writing/Grammar 10%
* Homework Assignments 10%
* Group project 30%
* Individual formal written report 20%

**Participation (15%)**

Your participation grade will be based on attendance, in-class contributions and group project participation. Please read all assigned materials and to participate in all discussions and activities.

**Article Critique (15%)**

Each student will be placed in a group and given an article to analyze collaboratively.

**In-Class Assignments/Grammar (10%)**

Students will complete several in-class writing activities and assignments to enhance their business communication skills.

**Homework Assignments (10%)** Written assignments must be submitted in-class and in hard copy to turnitin.com and adhere to the following guidelines:

* must include Pyramid planning and final clean copy.
* must be typed, double-spaced; 12 point font (Times New Roman or Arial); 2.5 cm margins.
* must be within page/word length limitations
* must follow APA formatting
* Emailed assignments will not be accepted.

**Group Project (30%: proposal 10%; presentation 10%; individual reflection 10%)**

Students will be assigned to teams to investigate an issue in their professional fields. They will complete research using scholarly, trade and business press sources. Each member will submit an individual reflection on the group experience and what he/she has learned.

**Individual Written Formal Report (20%)**

Students will analyze a case study (assigned from the text) and submit a formal report with recommendations, including an email.

**Academic Honesty**

* Any work that contains words, sentences or ideas from another source without proper documentation of the source, or written by anyone other than the student, will either receive a failing grade or result in a charge of academic dishonesty.
* You must also complete the student tutorial on academic honesty before the second week of class <http://www.yorku.ca/tutorial/academic_integrity/>and visit the “for students” section at [http://www.yorku.ca/academic integrity/](http://www.yorku.ca/academic%20integrity/).