ADMS 3015 Summer 2022
Professional Communication in a Canadian Context

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Class Time/Location: Mondays 7 – 10 pm   Online

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. 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

Several platforms will be used in this course (e.g., Moodle, Zoom, etc.) through which students will interact with the course materials, the course director/TA, as well as with one another. Please review this syllabus to determine how the class meets (in whole or in part), and how office hours and presentations will be conducted.

Students shall note the following:
- Zoom is hosted on servers in the U.S. This includes recordings done through Zoom.
- If you have privacy concerns about your data, provide only your first name or a nickname when you join a session.
- The system is configured in a way that all participants are automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it.

Please review the technology requirements and FAQs for Moodle.

Please note that this is a course that depends on remote teaching and learning. There will be no in-person interactions or activities on campus.

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 Course Kit: AP/ADMS 3015 3.0 M: *Professional communication in the Canadian context.* Fall 2020. (Available at York Bookstore)

Assignments and Evaluation

- Participation: online discussion and activities   15%
- Article Critique   15%
- Midterm   10%
- Homework Assignments   10%
- Individual Formal Written Report   25%
- Final Exam   25%

Participation (15%)
Your participation grade will be based on attendance, online contributions and group project participation. Please read all assigned materials.

Article Critique (15%)
Each student will be placed in a group and given an article to analyze collaboratively.

Midterm Exam (10%)
Students will be tested on knowledge of the course so far.

Homework Assignments (10%)
Written assignments must be submitted online through Moodle or turnitin.com. Emailed assignments will not be accepted.

Individual Written Formal Report (25%)
Students will analyze a case study (assigned from the text) and submit a formal report with recommendations, including an email.

Final Exam (25%)
Students will be tested on knowledge of the complete course.

Academic Honesty

Academic honesty and integrity
In this course, we strive to maintain academic integrity to the highest extent possible. Please familiarize yourself with the meaning of academic integrity by completing SPARK's [Academic Integrity module](#) at the beginning of the course. Breaches of academic integrity range from cheating to plagiarism (i.e., the improper crediting of another's work, the representation of another's ideas as your own, etc.). All instances of academic dishonesty in this course will be reported to the appropriate university authorities, and can be punishable according to the [Senate Policy on Academic Honesty.](#)

Turnitin
To promote academic integrity in this course, students will be normally required to submit their written assignments to Turnitin (via the course Moodle) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

Online proctoring
This course requires the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (Moodle). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service, please visit the [Registrar's Office's page on online exam proctoring](). Students are required to share any IT accommodation needs with the instructor as soon as they are able.