

**ADMS 3015 Summer 3015**  
**Professional Communication in a Canadian Context**

**Course Directors:** Jeannie Haller and Jerry Carson  
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**Class Time/Location:** Accolade East 007/005  
**Important Dates:** 22 May 2023 (Victoria Day-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 professions. The course will explore various genres of business writing, including e-mail, proposals, and reports.

**Key areas of focus include:**

- Identifying Communicative Goals
- Identifying and Assessing Audience Needs
- Considering Cultural Contexts
- Analyzing Information and Supporting a Position
- Structuring Documents and Presentations
- Editing Effectively

**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*. Summer 2023. (Available at York Bookstore)

## Assignments and Evaluation:

|   |     |
|---|-----|
| <input type="checkbox"/> Participation  | 10% |
| <input type="checkbox"/> 5-minute group presentation & written report   | 10% |
| <input type="checkbox"/> Midterm  | 15% |
| <input type="checkbox"/> Homework Assignments (online quizzes, business letter, reflections)                      | 15% |
| <input type="checkbox"/> Group Presentation - Communication in a Canadian professional, multicultural environment | 20% |
| <input type="checkbox"/> Written Reflection and Lessons Learned on Group Presentation                             | 10% |
| <input type="checkbox"/> Final Exam   | 20% |

### Participation (10%)

Your participation grade will be based on attendance, in-class and/or online contributions and discussions, and group project participation. Please read all assigned materials.

### On-Line Group Presentation (10%)

Each student will be placed in a group and given an article to analyze collaboratively. The group will present its findings to the class and answer questions afterwards. The group will write one report on findings.

### Midterm Exam (15%)

Students will be tested on knowledge of the course thus far.

### Homework Assignments (15%)

Examples of assignments: Online quizzes, business letters, and reflections. Emailed assignments will not be accepted.

### In-Person Group Presentation (20%)

Each group will analyze a case study based on communication in a Canadian professional multicultural setting and present its findings in a formal, professional presentation. Discussion will follow. Each student will submit a written reflection and lessons learned about the presentation and its process.

### Final Exam (20%)

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 eClass) 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.

Switching some assignments to group presentations to compensate for the loss of face-to-face communication.

