

**ADMS 3015 Fall 2024**  
**Professional Communication in a Canadian Context**

**Course Directors:** Jeannie Haller and Jerry Carson  
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**Class Time/Location:** TBD  
**Important Dates:** Fall Reading Week: October 12 – 18, 2024

**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*. Fall 2020. (Available at York Bookstore)

**Assignments and Evaluation**

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|---|-----|
| • Participation:                              | 10% |
| • Mini Group Report/Presentation              | 10% |
| • Midterm                                     | 15% |
| • Homework Assignments (online quizzes, etc.) | 20% |
| • Major Group Report                          | 20% |
| • Reflection and Lessons Learned              | 5%  |
| • Final Exam                                  | 20% |

**Participation (10%)**

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

**Mini Group Presentation (10%)**

Each group will decide on an area of business communication to analyze and research. The group will present its findings to the class and answer questions afterwards. The group will write one report on its findings.

**Midterm Exam (15%)**

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

**Homework Assignments (20%)**

Written assignments must be submitted or completed online. Emailed assignments will not be accepted.

**Major Group Report (20%)**

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.

**Reflection and Lessons Learned Assignment (5%)**

A personal reflection is one of the ways your instructor assesses your learning that is personal to each student. Each student should write about his/her learning in a clear, concise, and thoughtful way.

**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 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.

