

ADMS 3015 Fall 2025 – Section A

Professional Communication in a Canadian Context

Course Directors: Jerry Carson
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Class Time/Location: Mondays 7 pm online
Exam Locations TBA

Important Dates: First day of Class: September 8, 2025
Fall Reading Week: October 11 – 17, 2025
Last day of Class: December 1, 2025

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% | |
| • Group Analysis/Critique | 15% | |
| • Midterm | 15% | |
| • Homework | 20% | (10 quizzes 2% ea) |
| • Major Individual Report | 20% | |
| • Final Exam | 20% | |

Participation (10%)

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

Group Summary and Analysis Assignment (15%)

Each group will decide on an area of business communication to analyze and research. 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%)

Students complete and submit weekly quizzes which are worth 2% each.

Major Individual Report (20%)

Each student will prepare a formal report. Details will be presented in class.

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.

