

BUS105 | Business Communication

Course Text

No need to track down a textbook; the readings are built right into this course. We adapted the lessons from the following source:

Smith, J., & Nova Scotia Community College. (2019). *Communication @ work* (Seneca ed.; T. Bartsiokas, R. Potter, & T. Hylton, Eds.). Atlantic OER. <https://pressbooks.atlanticoer-relatlantique.ca/buscomm/>

Course Description

Students in this course develop essential communication skills for the modern workplace. The course covers strategic writing across multiple formats—including emails, memos, presentations, and reports—while emphasizing clarity, credibility, and audience awareness. Students learn the complete writing process, from research and drafting to editing and design, and explore ethical practices including source attribution and AI tool use. The course also addresses interpersonal communication, teamwork, conflict resolution, and intercultural competence. Through real-world applications such as employment materials, business presentations, and crisis communication scenarios, students build the multimodal communication skills needed to succeed in diverse, digital, and global professional environments.

Learning Outcomes

After completing this course, students will be able to:

1. **Navigate the Modern Communication Ecosystem:** Analyze and adapt communication strategies to meet the evolving needs of an increasingly digital workplace—across platforms, tools, audiences, and challenging situations including organizational change and crisis communication.
2. **Strategically Compose Business Communications:** Plan, draft, and refine business communications such as emails, memos, resumes, and presentations—making strategic decisions about tone, style, audience, and medium throughout the writing process
3. **Create Multimodal Messages for Real-World Impact:** Produce compelling, multimodal communications tailored to specific business audiences and communication goals—leveraging written, visual, and oral formats such as presentations, videos, reports, and digital content.
4. **Write with Clarity and Credibility:** Craft polished, precise, and persuasive business writing that prioritizes clarity, credibility, and audience trust.
5. **Use Evidence Ethically and Effectively:** Select and integrate credible research with transparency—demonstrating ethical use of sources, citations, and attribution practices.
6. **Make Ethical and Inclusive Communication Choices:** Apply ethical reasoning to navigate communication dilemmas involving persuasion, transparency, and audience impact.
7. **Communicate Across Differences:** Adapt communication practices for diverse, global and intergenerational audiences—acknowledging bias, context, and equity in professional

interactions.

8. **Format with Purpose:** Design documents and messages using effective layout, accessibility features, digital formatting, data visuals, and presentation tools.
9. **Reflect and Grow as a Communicator:** Evaluate personal growth as a communicator by reflecting on feedback, outcomes, and communication choices to continuously improve message impact and professional voice.

Course Prerequisites

There are no prerequisites for this course.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded.** Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks are timed, multiple-choice exams that test your mastery of course concepts. You have 3 attempts, and your highest score counts. **Note:** Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. They are untimed, open-book, with 1-3 attempts allowed, and your highest score counts.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

Assessment	Points	Learning Outcomes
Checkpoint 1: Professional Communications	5	1, 4
Checkpoint 2: The Writing Process 1: Pre-Writing	5	2, 4
Checkpoint 3: The Writing Process 2: Researching	5	1, 5
Capstone 1: Truth, Tools, and Trust	187	1, 5, 6, 9
Checkpoint 4: The Writing Process 3: Drafting	5	2, 5, 8
Checkpoint 5: The Writing Process 4: Editing	5	2, 4
Checkpoint 6: Electronic Written Communication	5	1, 2, 4
Capstone 2: AI vs. You Communication Challenge	187	1, 2, 7, 9
Checkpoint 7: Traditional Written Communication	5	2, 4
Checkpoint 8: Routine Correspondence	5	2, 4, 6
Capstone 3: Communicating Through Change and Crisis	187	1, 2, 3, 6
Checkpoint 9: Group Communication	5	7
Checkpoint 10: Presentations	5	3, 8
Capstone 4: Pitch Perfect Business Presentation	187	3, 6, 8, 9
Checkpoint 11: Reports	5	2, 4, 8
Checkpoint 12: Interpersonal Communication	5	5, 7
Checkpoint 13: Employment Skills	5	2, 3, 4
Capstone 5: Your Career Toolkit Video	187	2, 3, 9
Total	1000	

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: Professional Communications

- Checkpoint 1 Check-In with Dr. Johnson-Tyas
- Communicating in the Digital Age
- The Communication Process
- Troubleshooting Miscommunication

Checkpoint 2: The Writing Process 1: Pre-Writing

- Checkpoint 2 Check-In with Dr. Johnson-Tyas
- Knowing Your Purpose for Writing
- Analyzing Your Audience
- Selecting Appropriate Channels

Checkpoint 3: The Writing Process 2: Researching

- Checkpoint 3 Check-In with Dr. Johnson-Tyas
- Choosing a Research Methodology
- Locating Credible Sources
- Using Source Text: Quoting, Paraphrasing, and Summarizing
- Documenting Sources in APA
- Evaluating AI-generated Sources

Checkpoint 4: The Writing Process 3: Drafting

- Checkpoint 4 Check-In with Dr. Johnson-Tyas
- Choosing an Organizational Pattern
- Outlining Your Message
- Standard Business Style
- Effective Document Design
- Sentences and Paragraphs

Checkpoint 5: The Writing Process 4: Editing

- Checkpoint 5 Check-In with Dr. Johnson-Tyas
- Substantial Revision
- Proofreading for Mechanics
- AI and Editing

Checkpoint 6: Electronic Written Communication

- Checkpoint 6 Check-In with Dr. Johnson-Tyas
- Emailing
- Netiquette and Social Media
- AI Tools for Business Writing

Checkpoint 7: Traditional Written Communication

- Checkpoint 7 Check-In with Dr. Johnson-Tyas
- Letters
- Memos
- Proposals

Checkpoint 8: Routine Correspondence

- Checkpoint 8 Check-in With Dr. Johnson-Tyas
- Information Shares, Action Requests, and Replies
- Complaints and Claims
- Negative Messages

- Persuasive Messages
- Goodwill Messages and Recommendations

Checkpoint 9: Group Communication

- Checkpoint 9 Check-In with Dr. Johnson-Tyas
- Teamwork
- Conflict Resolution Strategies
- Group Meetings and Web Conferences

Checkpoint 10: Presentations

- Checkpoint 10 Check-In With Dr. Johnson-Tyas
- Informative and Persuasive Presentations
- Delivering a Presentation
- Visual Aids
- Graphic Illustrations and the Infographic

Checkpoint 11: Reports

- Checkpoint 11 Check-In with Dr. Johnson-Tyas
- Report Objective: Informational and Analytical
- Report Organization
- Report Type and Function: Informal Report
- Report Type and Function: Formal Report
- Report Parts: Formal and Informal
- The Slide Deck Report

Checkpoint 12: Interpersonal Communication

- Checkpoint 12 Check-In With Dr. Johnson-Tyas
- Non-verbal Communication
- Ethical Behavior in Business
- Business Etiquette
- Intercultural Communication

Checkpoint 13: Employment Skills

- Checkpoint 13 Check-In With Dr. Johnson-Tyas
- The Job Search Process
- Resumes and Cover Letters
- Interview Skills
- The Online Application Process
- AI for Employment Skills

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