



FACULTY OF
ARTS

School of English and Liberal Studies

Professor's Addendum to Course Outline

Course Code: EAC594-NBO-04422-2224

Title: Business Communication for the Digital Workplace

Term: Summer 2022

Professor: Mac Kyte

Contact Info: mcdonald.kyte@senecacollege.ca

Virtual Office Hours: Thursday, 12:30 p.m. to 2:30 p.m.

Approved By: Amanda Nowensky

Chair, School of English and Liberal Studies

- ☐ Online Asynchronous (OA)
- ☒ **Online Synchronous and Asynchronous (OB)**

Comments: Our class will meet online every **Friday, from 10:45 a.m. to 1:25 p.m. using Zoom.** The link to the online classroom is on Blackboard.

Introduction

Welcome to **Business Communication for the Digital Workplace!**

Please read this addendum to the general subject outline carefully. It is your guide to the subject requirements and activities in my class. In a nutshell, this course will help you learn the principles, practices, and tools for communicating effectively in the workplace. From learning about audience, context, formats, tone, and media to applying your skills in writing correspondence, reports, and presentations, this course will guide you in developing professional interpersonal, collaborative, and web-based knowledge and practices.

Texts & Materials

This course uses a free textbook, [*Communication at Work*](#) by Jordan Smith, licensed under a Creative Commons Attribution 4.0 International License.

- Textbook Link: <https://pressbooks.senecacollege.ca/buscomm/>

All students are also required to use the following Research Guide for their assignments: Seneca Libraries. Guide to Research & Citation APA Style.

- APA link: <https://seneca.libguides.com/apa>

Academic Integrity and Copyright

Most of the materials posted in this course are protected by copyright. It is a violation of Canada's Copyright Act and [Seneca's Copyright Policy](#) to **share, post, and/or upload course material in part or in whole** without the permission of the copyright owner. This includes posting materials to third-party file-sharing sites such as assignment-sharing or homework help sites. Course material includes teaching material, assignment questions, tests, and presentations created by faculty, other members of the Seneca community, or other copyright owners.

It is also prohibited to reproduce or post to a third-party commercial website work that is either your own work or the work of someone else, including (but not limited to) assignments, tests, exams, group work projects, etc. This explicit or implied intent to help others may constitute a violation of Seneca's Academic Integrity Policy and potentially involve such violations as cheating, plagiarism, contract cheating, etc.

These prohibitions remain in effect both during a student's enrollment at the college as well as withdrawal or graduation from Seneca.

Grading/Assignments

- Professional Biography — 5 %
- Academic Integrity Quizzes — 5 %
- Communication Analysis — 10 %
- Request Communication — 15%
- AODA Design — 15%
- Infographic — 10 %
- Slide Design Test — 15%
- Final Project (Report and Presentation) — 25%

Student/faculty Online Consultation

I will also be available to answer your questions during my virtual office hours every Thursday, from 12:30 p.m. to 2:30 p.m. You can contact me via email (mcdonald.kyte@senecacollege.ca) and/or set up a meeting during the virtual office hours (by appointment).

Tentative Weekly Schedule – Summer 2022

Week	Topic	Reading	Online Activities/ Assignment (%)
1 May 9 - 13	Course Introduction - Discuss/distinguish between personal and professional uses of communications - Communication process and communication goal	Textbook - Chapter 1: Professional Communications Units 1, 2 and 3	Professional Biography (5%) Due May 20
2 May 16 – 20	- Understand the importance of teamwork in professional settings - Identify different strategies to solving conflicts - Demonstrate best practices when communicating with groups using technology to project goals	Textbook - Chapter 9: Group Communication Units 29, 30 and 31	In class problem solving exercises
3 May 23 – 27 May 23 Victoria Day Holiday (Seneca Closed)	- Knowing your purpose - Analyzing your audience - Selecting appropriate channels	Textbook - Chapter 2: The Writing Process (Preparing) Units 4, 5 and 6	In class audience analysis exercises
4 May 30 – Jun 3	Incorporating research material into business documents using ethical documentation and citation practices	Textbook - Chapter 3: The Writing Process 2 (Researching) Units 7, 8, 9 and 10	Communication Analysis Assignment (10%) June 3 – In class
5 Jun 6 – 10 <i>Jun 10 - Last day to drop 7S1 course(s) and receive a DNC (Did Not Complete) grade</i>	- Writing and editing effective, audience-centered messages in the workplace	Textbook - Chapter 4: The Writing Process (drafting) Units 11, 12, 13, 14 and 15 Textbook - Chapter 5: The Writing Process (Editing) Units 16 and 17	Academic Integrity & APA Quizzes (5%) June 10 – In class
6 Jun 13 – 17	Writing and formatting professional workplace emails, memos and letters	Textbook - Chapter 6: Electronic Written Communication Units 18, 19 and 20 Textbook - Chapter 7: Traditional Written Communication, Units	In class routine message exercises

		21 and 22	
7 Jun 20 – 24	Understanding and Writing effective reports and proposals	Textbook - Chapter 7: Traditional Written Communication, Unit 23 Textbook - Chapter 11: Reports, Units 37, 38, 39, 40, 41	Request Communication Assignment (15%) June 24 – in class
Jun 27 – Jul 1	Study Week (July 1 – Canada Day)		
8 Jul 4 – 8	Design documents and visual aids that are AODA compliant	Textbook Chapter 4: Unit 14	In class AODA practice exercises
9 Jul 11 – 15	Creating Slide Docs and infographics to pair complex ideas with visuals to convey your message	Textbook - Chapter 11: Unit 42 Textbook - Chapter 10: Unit 36	AODA Test (15%) July 15 – in-class In class infographic exercises
10 Jul 18 – 22	- Applying principles of effective presentations when delivering information orally	Textbook Chapter 10: Presentations, Units 32, 33, 34	Infographic Test (10%) July 22 – in-class In class slide design practice exercises
11 Jul 25 – 29	Applying negative, positive and persuasive techniques	Textbook - Chapter 8: Routine Messages Units 24, 25, 26, 27 and 28	Slide Design Test (15%) July 29 in-class
12 Aug 1 – 5 August 1 - Civic Day holiday (Seneca Closed)	Final Presentations		Final Report & Presentations (25%) due August 5
13 Aug 8 – 12	Final Presentations		Presentations continue on August 12
14 Aug 15 – 19 August 19 - Summer Term Ends on	Course Review		

PLEASE RETAIN THIS DOCUMENT FOR FUTURE EDUCATIONAL AND/OR EMPLOYMENT USE.

Note: This addendum is tentative and may change according to the progress of the course. You will be notified of the changes.

Promotion Policy

Evaluation of Work

Evaluation is based on correct language usage, organization and mastery of the subject at a post-secondary level. Students are expected to learn professional standards of performance in the subject areas, and tests and assignments will be graded on that basis.

To be successful in this subject, you must complete all course work as specified and achieve an overall grade of D (50%) or more.

Grading Policy

A+	90% to 100%
A	80% to 89%
B+	75% to 79%
B	70% to 74%
C+	65% to 69%
C	60% to 64%
D+	55% to 59%
D	50% to 54%
F	0% to 49% (Not a Pass)
OR	
EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

Missed Tests / Presentations / In-Class Assignments

Students who miss scheduled tests, presentations or in-class assignments will receive a grade of zero. If there are valid reasons for missing the test, presentation or in-class assignment, the student MUST:

- 1) Contact the professor or student advisor either by phone or by email prior to the start time of the test, presentation or in-class assignment and
- 2) By the next class, present the professor with appropriate documentation. At the professor's discretion, a make-up test/in-class assignment or new date for the presentation may be granted.

Late Assignments

Any student in need of an extended deadline must negotiate a reasonable extension with the faculty in advance of the published deadline. Only under extenuating circumstances will late assignments be accepted without communication prior to the deadline. Documentation of the extenuating circumstances must be provided by the student upon request. At the discretion of the faculty, deductions may be applied for any late assignment submissions. Student assessment policy is available at [Student Assessment Policy website](#).

Late assignments will result in a penalty of 5% per day to a maximum of five consecutive days. Assignments will not be accepted after five consecutive days or as otherwise indicated by your professor.

Attendance and Participation

Considerate classroom conduct, adequate class preparation, and constructive participation will enhance your academic experience and that of your colleagues. In particular, you are asked to be prompt, courteous, responsible and collaborative. Consistent attendance is important for success in this subject.

Learning Centre

The Learning Centre offers academic support to all Seneca students in the form of one-on-one tutoring, small group tutoring, and workshops and are located in the libraries of the Newnham, Markham, York and King campuses. More information regarding learning centre workshops and schedules, please visit [Learning Centre](#) website.

Dropping a Subject

There are two deadlines for dropping this subject. If you drop by Day 10 of the semester, the subject will not appear on your transcript. If you drop by the last drop date (see Student handbook), the subject will appear on your transcript with a grade of DNC. To drop, please notify your professor, complete a "[Timetable Change Form](#)," and return it to Registration by the deadline. Discuss any possible negative consequences of dropping the subject with the Coordinator/advisor.

Academic Regulations

It is your responsibility as a student of Seneca College to be aware of and abide by the academic and behavioural policies outlined in the College Academic Policy and the Student Handbook. Here are some key policies:

Academic Integrity

Seneca College takes Academic Integrity very seriously. Therefore, all assignments in this course must be completed independently (unless otherwise stated), and with integrity. Copying and pasting from any source without correct quoting, paraphrasing, and citations will be considered plagiarism. This or any other contravention of Seneca's Academic Integrity Policy, including cheating, sharing, collusion, using Spinbots, Contract Cheating, Falsification, Impersonation, or submitting a previously-submitted assignment will be reported to the Academic Integrity Committee. Please review the [Academic Integrity Policy](#).

To learn more about academic integrity and for resources to help you ensure academic integrity in all your course work, see [Seneca Libraries Guides](#).

Student Appeals

Students have the right to appeal academic decisions of the College. The procedures for informal and formal appeals are outlined in Academic Policy. If a student disagrees with the evaluation of an assignment or with a final grade, s/he must first discuss the matter with the professor in an attempt to resolve the matter informally. If the matter is not resolved, the student should discuss the problem with the Co-ordinator or the Chair. Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a complete file is submitted at the time of the appeal.

For more information regarding appeal process, please read [Academic Appeal Policy](#).

Information Technology Acceptable Use

Official College E-mail is available to all employees and students. Faculty, staff and students are required to use College-provided e-mail when corresponding electronically about College-related matters.

For further information regarding the IT acceptable use policy, please refer to [Freedom of Information and Protection of Privacy Policy](#)

Student Conduct

It is the policy of Seneca College that all employees and students have a right to work and study in an environment that asserts the personal worth and dignity of each individual. For example, this includes interactions during Seneca related activities, student group work and communications being held online or in-person. The Student Conduct Office works with the Seneca community to address non-academic issues, disruptive behaviours and reports of sexual violence. Examples of issues that may be referred to this office for resolution include, but are not limited to: disturbing

behaviour that interrupt the educational process, harassment, abusive behaviour of any kind, and dangerous conduct such as assault or fighting.

In addition to Seneca's Student Code of Conduct Policy, students also have rights and responsibilities under the laws of local, provincial and federal governments, other Seneca policies and guidelines or regulations that may be administered by an academic school or area within Seneca. Student are encouraged to familiarize themselves with these policies.

More information and assistance are available through the [Student Conduct Office](#) , extension 22078 or via email at student.conduct@senecacollege.ca.

Accommodation for Students with Disabilities

The college will provide reasonable accommodation for students with disabilities in order to promote academic success. If you require accommodation, contact the Counselling and Accessibility Office by phone at your campus extension or email at senecacnas@senecacollege.ca to schedule an appointment. Appointments can be provided by phone, email or video chat.

- King Campus: 416.491.5050 ext. 55157
- Markham Campus: 416.491.5050 ext. 77508
- Newnham Campus: 416.491.5050 ext. 22900
- Seneca@York Campus: 416.491.5050 ext. 33150