
COM-3013 Professional Communications

English and Humanities

Course Number:	Co-Requisites:	Pre-Requisites:
COM-3013	N/A	N/A
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Approved by:	Chris Perkins, Dean	
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Approved for Academic Year:	2023-2024	
Credit Weight:	3.00	

Course Description

This course is designed for international students with diplomas or degrees. It focuses on polishing communications skills acquired through one's academic career and workplace experience. Through various business writing and speaking scenarios, students learn Canadian business practices and communication styles, incorporating inclusivity and diversity. Close attention is paid to proper incorporation of the intellectual property of others to ensure academic integrity. Students will practice organized and dynamic speaking and will strive for polished business documents.

Course Learning Outcomes/Course Objectives

- 1. Write clear, well-structured workplace communications using specific formats.**
 - 1.1 Choose an appropriate medium to carry a message.
 - 1.2 Use professional English in all workplace communication.
 - 1.3 Identify appropriate strategies for a specific audience.
 - 1.4 Ensure the purpose of the document is clear.
 - 1.5 Use appropriate style and tone.
 - 1.6 Employ appropriate cultural norms in workplace documents.
 - 1.7 Proofread to correct grammatical errors.

- 2. Employ documentation practices and research strategies to demonstrate academic integrity.**
 - 2.1 Recognize the requirement to give credit for borrowed material.
 - 2.2 Select appropriate sources to add credibility and authority to documents.
 - 2.3 Describe, evaluate, and analyze what constitutes a reliable and valid source.

- 2.4 Organize and conduct research using appropriate sources.
- 2.5 Organize the content and format of a basic research report.
- 2.6 Incorporate material acquired from a variety of sources by summarizing, paraphrasing, and quoting information.
- 2.7 Cite summarized, paraphrased, and quoted information using APA format.
- 2.8 Compile a list of sources using APA format.
- 2.9 Incorporate graphs, charts, tables, or photos, where appropriate.

3. Develop successful oral communication skills for workplace situations.

- 3.1 Identify the specific audience and purpose for a presentation.
- 3.2 Prepare an effective presentation.
- 3.3 Research and document borrowed presentation material.
- 3.4 Deliver oral presentations.
- 3.5 Use various strategies to engage an audience during a presentation.
- 3.6 Encourage audience participation and respond to audience questions related to a presentation when required.

4. Develop skills for successful professional behaviour.

- 4.1 Use an ethical approach in workplace communications.
- 4.2 Display professionalism in workplace communications.
- 4.3 Ask thoughtful questions in class and during presentations when appropriate.
- 4.4 Show respect for the diverse opinions, values and contributions of others.
- 4.5 Display professional behaviour during class and during presentations.

Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

- EES 1.1 Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T, A,)
- EES 1.2 Respond to written, spoken or visual messages in a manner that ensures effective communication. (T, A,)
- EES 3.4 Apply a systematic approach to solve problems. (T, A,)
- EES 3.5 Use a variety of thinking skills to anticipate and solve problems. (T, A,)
- EES 4.6 Locate, select, organize and document information using appropriate technology and information systems. (T, A,)
- EES 4.7 Analyze, evaluate and apply relevant information from a variety of sources. (T, A,)
- EES 5.8 Show respect for diverse opinions, values, belief systems and contributions of others. (T, A,)
- EES 5.9 Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals. (T, A,)
- EES 6.10 Manage the use of time and other resources to complete projects. (T, A,)

Relationship to Vocational Learning Outcomes

This course provides the opportunity for you to achieve the following Program Vocational Learning Outcomes (VLO's), which will be taught and evaluated at a taught (T), assessed (A) or culminating performance (CP) level:

AGBS - Agri-Business Management

- VLO 2 Facilitate business-related communications with all stakeholders to ensure the success and sustainability of a Canadian agri-business. (T, A)
- VLO 6 Develop innovative solutions to business problems by using research of trends and opportunities related to a Canadian agri-business enterprise to ensure efficiency and economic viability. (T, A)

AIMT - Artificial Intelligence & Machine Learning

- VLO 5 Design and present data visualizations to communicate information to business stakeholders (T, A)
- VLO 6 Apply data analytics, business intelligence tools and research to support evidence-based decision making. (T, A)

AMMS - Applied Manufacturing Management - Adv Material Process

- VLO 4 Use technology to generate written, oral, and graphic communications that are professional and accurate. (T, A)

APPD - Applied Process Piping Design

- VLO 1 Communicate effectively as a member of an engineering team to meet relevant requirements. (T, A)

BCAS - Biomaterials and Chemical Laboratory Analysis Appl. Science

- VLO 4 Write, follow, validate and optimize accurate quantitative and qualitative analyses using prescribed laboratory principles and procedures. (T, A)
- VLO 7 Develop and clearly describe procedures and results of both chemical and statistical analysis to all stakeholders. (T, A)

BMAN - Business Management

- VLO 4 Apply basic research skills to support business decision making. (T, A)
- VLO 5 Support the planning, implementation and monitoring of projects. (T, A)

BMAT - Business Management

- VLO 4 Apply basic research skills to support business decision making. (T, A)
- VLO 5 Support the planning, implementation and monitoring of projects. (T, A)

BMHM - Business Management - Human Resources

- VLO 4 Utilize effective interpersonal, oral and written communications in all aspects of work to enhance the delivery and implementation of HR programs and services. (T, A)

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BMHT - Business Management - Human Resources

VLO 4 Utilize effective interpersonal, oral and written communications in all aspects of work to enhance the delivery and implementation of HR programs and services. (T, A)

BMIB - Business Management - International Business

VLO 8 Prepare and deliver a sales presentation. (T, A)

VLO 9 Utilize effective oral and written communications in all aspects of work completed. (T, A)

VLO 10 Apply effective interpersonal skills. (T, A)

BMIM - Business Management - International Business

VLO 8 Prepare and deliver a sales presentation. (T, A)

VLO 9 Utilize effective oral and written communications in all aspects of work completed. (T, A)

VLO 10 Apply effective interpersonal skills. (T, A)

CIAS - Cloud Infrastructure and Administration

VLO 2 Determine business and stakeholder requirements for EITI solutions (T, A)

CISC - Cyber Infrastructure Specialist

VLO 2 Determine and document business stakeholder requirements for ITI solutions (T, A)

CPMT - Construction Project Management

VLO 4 Communicate effectively with all stakeholders to achieve project goals. (T, A)

ETDO - E-Learning Design and Training Development

VLO 5 Evaluate quality of all materials and follow copyright laws and compliance in use of electronic content. (T, A)

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VLO 5 Evaluate quality of all materials and follow copyright laws and compliance in use of electronic content. (T, A)

FPMT - Facilities and Property Management

VLO 6 Communicate with a diverse resident population, community members, co-workers, contractors, and other stakeholders to develop and maintain effective working relationships in a Canadian property management setting. (T, A)

FPWO - Financial Planning and Wealth Management

VLO 5 Develop and present marketing and communication strategies that include selling and client relationship management techniques suitable to prospect and retain clients. (T, A)

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FSIT - Financial Services - Investigation and Compliance

VLO 5 Communicate and collaborate with various individuals within a financial institution to collect financial data to support financial forensic investigations. (T, A)

FSQS - Food Safety and Quality Assurance Management

- VLO 8 Analyze, interpret and report on the results of sampling programs and studies relative to food safety and quality assurance processes to draw conclusions and make recommendations that align with Canadian laboratory regulations and practices. (T, A)

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- VLO 8 Analyze, interpret and report on the results of sampling programs and studies relative to food safety and quality assurance processes to draw conclusions and make recommendations that align with Canadian laboratory regulations and practices. (T, A)

HRMM - Hotel and Resort Management

- VLO 9 Communicate effectively with customers and staff. (T, A)

IPGS - Interprofessional Practice - Gerontology

- VLO 2 Communicate with clients, family members and healthcare professionals to promote relational care and strengthen interprofessional collaborative practice. (T, A)

MMDT - Marketing Management Digital Media

- VLO 7 Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T, A)
- VLO 8 Prepare and deliver a sales presentation. (T, A)

MMMO - Marketing Management Digital Media

- VLO 7 Communicate marketing information persuasively and accurately in oral, written, and graphic formats. (T, A)
- VLO 8 Prepare and deliver a sales presentation. (T, A)

MMPT - Marketing Management & Professional Sales

- VLO 4 Communicate marketing information and deliver a professional sales presentation persuasively and accurately. (T, A)
- VLO 7 Develop and apply skills in professional communication, leadership, human resource, and relationship building to enhance personal success and the success of an organization. (T, A)

OHSS - Occupational Health and Safety Management

- VLO 10 Communicate effectively using oral, written, and computer information systems to promote a strong internal workplace safety culture. (T, A)

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- VLO 10 Communicate effectively using oral, written, and computer information systems to promote a strong internal workplace safety culture. (T, A)

PMES - Advanced Project Management - Environmental

- VLO 1 Manage project goals, constraints, deliverables, performance criteria, quality control needs, communication, negotiation, collaboration, and resource requirements with all stakeholders to ensure the successful completion of environmental projects. (T, A)
- VLO 5 Integrate cultural sensitivity into project plans for environmental projects within Canada. (T)

PMIO - Advanced Project Management - Information Technology

PMIT - Advanced Project Management - Information Technology

- VLO 1 Manage project goals, constraints, deliverables, performance criteria, quality control needs, communication, negotiation, collaboration and resource requirements with all stakeholders to ensure the successful completion of information technology projects. (T, A)

VLO 5	Integrate concepts of cultural differences and respect for diversity in Canada in the management of information technology projects. (T)
PMLM - Advanced Project Management and Strategic Leadership	
VLO 4	Facilitate communication, negotiation, and collaboration with all stakeholders to ensure the successful completion of projects. (T, A)
VLO 7	Display an appreciation of cultural differences and respect for diversity when managing projects. (T, A)
PMLO - Advanced Project Management and Strategy Leadership	
PMLS - Advanced Project Management and Strategy Leadership	
VLO 4	Facilitate communication, negotiation, and collaboration with all stakeholders to ensure the successful completion of projects. (T, A)
VLO 7	Display an appreciation of cultural differences and respect for diversity when managing projects. (T, A)
PMLT - Advanced Project Management and Strategic Leadership	
VLO 4	Facilitate communication, negotiation, and collaboration with all stakeholders to ensure the successful completion of projects. (T, A)
VLO 7	Display an appreciation of cultural differences and respect for diversity when managing projects. (T, A)
QEMS - Quality Engineering Management	
VLO 9	Communicate technical information to management, engineering, manufacturing, customers and sales marketing groups. (T, A)
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SBMS - Sports Business Management	
VLO 1	Communicate information related to sport business persuasively, accurately and credibly in oral, written and graphic forms to stakeholders to inform of business decisions. (T, A)
SEBS - Environmental and Sustainable Building Sciences	
VLO 5	Formulate and deliver technical reports and specifications according to applicable Canadian standards and guidelines to support evidence-based decision-making. (T, A)
SQAM - Software Quality Assurance and Testing	
VLO 3	Create technical documents for stakeholders based on test plans, results and specifications to support evidence-based decision-making. (T, A)
TMAM - Tourism - Operations Management	
VLO 7	Keep current with tourism trends and issues, and interdependent relationships in the broader tourism industry sectors to improve work performance and guide career development. (T, A)
TRPM - Therapeutic Recreation	
VLO 3	Maintain accurate documentation in accordance with current ministry guidelines, professional standards of practice and organizational policies and procedures. (T, A)

Learning Resources

Communications Department. (2023). *APA documentation guide: Setting up research papers* (2023 ed.). Lambton College.

*This resource is freely available to Lambton College students as a PDF through our learning management system (D2L) in the Student Resources section.

Student Evaluation

Assignments - 45%

- Documentation assignment (integrating sources and citing) -10%
- Source analysis assignment (descriptive and critical analysis of final report sources) -15%
- Business correspondence (incident report, progress report, conference report, or procedure report) - 10%
- Impromptu or informal presentation and feedback -10%

Report - 55%

- Report process - 10%
- Research report - 30%
- Formal presentation -15%

Grade Scheme

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark (%)	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

- Other: Individual faculty members will determine the mode of assessment.

Course Related Information

The course will consist of interactive lectures, discussion, individual assignments, a report, and a presentation. Students will be required to complete reading and assignments outside of class and during class time. Students may be required to attend a specified number of presentations.

Department Related Information

Lambton College Communications Department Policy

- Content and procedure for all assigned coursework will be set by individual professors and will comply with course outlines.
- Original course work must be completed each time a course is attempted. Recycled course work (work written for other courses, here or at another institution) will receive a grade of zero.
- Professors will specify any support material to be used for assigned coursework.
- Professors will not proofread or edit student work. Professors may suggest areas of concern with respect to mechanics and sentence structure and may comment on organization, paragraph development, quality of content, style, and format in their own students' work.
- Professors will not comment on work completed for other courses or for other professors.
- Students may be directed to complete coursework in class.
- When working on assignments in class, students will be directed to specific computer applications or resources. Use of unauthorized computer applications or resources will be classified as academic misconduct.
- Students will submit assignments to be electronically checked for originality. These assignments will receive a grade of zero if not submitted to the assigned electronic dropbox.
- Students are responsible for checking that they have uploaded the correct file to the dropbox. Corrupt or incorrect files will be considered missed assignments.
- All research-based assignments must follow APA format as set out in the APA Documentation Guide: Setting Up Research Papers.
- Research-based course work without in-text citations or references will be considered plagiarized and will be processed according to Lambton College Policy 2000-5-1: Student Rights and Responsibilities and Discipline.
- Copies of original sources must be submitted with all research-based coursework. Course work submitted without copies of sources will receive a grade of zero.
- Students must submit their work at each required stage in the method prescribed by the professor, or the final papers will receive a grade of zero.
- At the draft due date, research papers must be complete and must have complete in-text citations and references. The draft must be submitted to be electronically checked for originality. The final paper will receive a grade of zero if the draft submission is incomplete.
- For some courses, students will be required to attend individual, in-class draft consultations.
- In courses with presentations, students may be required to attend a specified number of presentations.
- Student presentations may take place up until the final week of term.
- In presentations, borrowed information must be acknowledged verbally and in writing. References must also be provided.
- Students may be directed to provide oral defence of their work to give proof of originality.
- All tests and exams will be administered and written in accordance with the following College policies: 2000-1-6 (Test and Exam Writing Protocol) and 2000-5-1 (Student Rights and Responsibilities and Discipline).
- Tests will normally be written in class, but if there are time constraints in completing required course work, take-home tests may be assigned.
- Support material will not be shared during tests.
- Missed tests, missed presentations, and late and/or missed assignments will be handled according to Lambton College Policy 2000-1-18: Missed Evaluation Policy. A grade of zero will be assigned unless individual consideration is granted.

College Related Information

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policies. Students should be familiar with the Students Rights and Responsibilities Policy, located at lambtoncollege.ca. The policy states details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the Lambton College Student Success Department.

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre or by arranging a personal interview with the professor to discuss your needs.

Lambton College in Toronto at Cestar College Campus and Lambton College in Mississauga at Queen's College Campus, please identify your needs to the professor and/or student services.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected of all students. Any form of misbehaviour, harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Students should note policies may differ depending on the location of course offering. Please refer to your study location specific policies:

LAMBTON COLLEGE POLICIES - applicable to all Lambton College students:

- Student Rights & Responsibilities & Discipline policy (2000-5-1)
- Test & Exam Writing Protocol (2000-1-6)
- Evaluation of Students (2000-1-3)
- Policy Link - <https://www.lambtoncollege.ca/custom/Pages/Policies/Policies.aspx>

CESTAR COLLEGE:

- www.lambtoncollege.ca/policies-tor

QUEENS COLLEGE:

- www.lambtoncollege.ca/policies-miss