



**MASKWACIS CULTURAL COLLEGE**  
**School of Indigenous Business**  
**Course Code/Title MGMT 1530**  
**Course level 1<sup>st</sup> year**  
**Course term/ date FALL 2017**

Course dates: Mondays 5:00 to 8:00 p.m.  
 Holly Johnson, MA, BCOM

Room No: 102

[hjohnson@mccedu.ca](mailto:hjohnson@mccedu.ca)

Hours: 5:00 p.m. – 8:00 p.m.

780 361-4939

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*All courses must include Cree Cultural Content. Elder Jerry Saddleback is here to help you.*

**Academic Calendar description and credit hour breakdown:**

Introduction to Business Communications (13-3-0)

**Course Description:**

Students in this course develop an understanding of the communication process and its application in business. Basic writing skills are reviewed and applied to a number of fundamental business writing situations. Common intercultural communication issues are also examined. Students in this course will develop research skills and apply them in the context of report writing.

**Required Course Materials – use Open Education whenever possible:** MANAGEMENT COMMUNICATION; Principles and Practice, 3<sup>rd</sup> Ed. (2008). McGraw-Hill Irwin Publishing.

<http://open.lib.umn.edu/businesscommunication/>

**Additional Resources:** Elders, articles, videos, etc. List in APA format

**Prerequisites and Co-requisite information:** Students must have achieved English 30-1 with a 65% or higher final mark

**Detailed Individualized course description:**

This course is designed to assist students to improve their skills and confidence as effective communicators in an organizational context. Students will explore the issues faced by organizations in communicating internally with employees and externally with diverse publics. And will explore the principles and practices that will assist in effective communication. This course will focus on both oral and written communication.

**Course Objectives:**

At the end of this course, our learners will be able to

- Recognize and further develop essential knowledge and skills to become an effective communicator in the workplace or professional environments

- Apply writing skills to prepare and present professional looking documents for various peoples and organizations in formats that include email, reports, proposals, letters or other business correspondence
- Demonstrate speaking and presentation skills to deliver clear and persuasive messages
- Use techniques and strategies to skillfully engage, interact with and lead others
- Build upon Plans Cree storytelling traditions; learn how to make other people listen

**Learning outcomes:** At the end of this course, the students will be able to

- Demonstrate awareness or reader needs through the application of clear, persuasive writing techniques
- Apply techniques for planning, organizing and writing effective business documents such as letters, memoranda and reports.
- Use an email client program to write clear and effective email messages
- Apply word processing skills to format effective, attractive, “reader friendly” documents appropriate for business
- Analyse written communication to ensure grammatically correct writing
- Produce mail-able documents that are free from grammar, spelling and punctuations errors
- Develop versatility beyond local heritage and build awareness of multicultural reality

**Assignments:** Attendance and participation cannot account for more than 20 % of a course. Final Exam should also be less than 35%.

Assignment	Request for	Percentage of total grade	Due date
#1	Write answer to question in Case 3.1	10%	Sept. 25
#2	Bring a job posting – write a summary why you picked this job posting	10%	Oct. 2
#3	Take Home Mid-Term Exam	10%	Oct. 5 5pm
#4	Develop or update your Resume	10%	Oct. 23
#5	Send an entire package with cover letter, resume and supporting documents for job	10%	Oct. 30
#6	Informative presentation – Verbally and non-verbally explain who you are, and what the job is that you applied for	10%	Nov. 6
#7	Mock Interview – Answer questions from the employer – Class Panel	10%	Nov. 13
#8	Content and argument presentation – organize a presentation to persuade the audience on “Why I should get the job”	10%	Nov. 20
#9	Final Exam – In-Class	20%	Dec. 4
Total		100%	

**Assignments:** Provide **detailed instruction** on Assignments and the chart below.

#1. From the textbook, you will answer a question from Case 3.1; and this question will be assigned during lecture.

#2. Bring a job posting from anywhere; journal, newspaper, internet, local postings, get innovative and look beyond the boundaries. Exercise is to see the many different jobs that are posted notice the similarities and the differences.

#3. Mid-Term will be take home however, question(s) will be assigned. Notice the deadline date and Time for submission.

#4. Develop or update your resume; towards a job, it can be for any job; not necessarily the job posting you submitted previously

#5. Send you finished job package via email; including your letter, resume and supporting documents.

#6. Informative presentation – (in-class) verbally and nonverbally explain who you are; and what the job is that you applied for, prepare and presentation

#7. Mock Interview – the class will be an interview panel each will be provided with a question and you will be required to answer the questions from the employer (class)

#8. Content and Argument Presentation – organize a presentation to the class and persuade the class that you are the person for the job; answer the question as to “why I should get the job”

#9. Final Exam – will be a combination of short answer, multiple choice and True/False questions; final exam will be in-class.

**Grading system rating:** Be sure to clearly state each assignment and how much they are worth.

Provide detailed grading information, and describe each below, eg: describe how you will grade attendance, or participation, journals, papers.

Add Grading System:

#### Grading system revised April 2017

Descriptor	Grade point value	Percentage	Alpha grade	Standing
Outstanding performance	4.0	95 or above	A +	Honours
Excellent performance – superior performance showing comprehensive knowledge of the subject matter	4.0	85 – 94.99	A	Honours
Approaching excellent	3.7	80-84.99	A-	Honours
Exceeding good performance	3.3	77-79.99	B+	
Good performance – clearly above average performance with knowledge of subject matter generally complete	3.0	73-76.99	B	
Approaching good performance	2.7	70-72.99	B-	
Exceeding Satisfactory performance	2.3	67-69.99	C +	
Satisfactory performance basic understanding of the subject matter	2.0	63-66.99	C	<b>Minimal pass</b>
Approaching satisfactory performance	1.7	60-62.99	C-	
Insufficient prep for subsequent courses in same subject	1.3	55-59.99	D+	
Insufficient prep for subsequent courses	1.0	50-54.99	D	
Failure. Did not meet course requirements	0.0	0-49.99	F	
Incomplete	0.0	0.0	I	

\*Group/Individual work to be identified

**Schedule of lectures and topics covered:** dates of each class, topics that will be covered, any assignments due on that date, speakers attending, etc. These topics should match the learning outcomes above.

	Date	Topic	Readings	Additional guests or info	Assignments Due (as a reminder)
1	Sept. 11	Introductions and Principles		Orientation	
2	Sept. 18	Foundations of Management Communication Setting Goals – Delivering your Message	Chapter 1 & 2		
3	Sept. 25	Audience Analysis Understanding your audience point of view	Chapter 3 & 4		Exercise (Case 3.1)
4	Oct, 2	Developing a Message: Content, structure, choosing media, style and tone	Chapter 5, 6, 7,8		Submit Job advertisement with summary
5	Oct 9	Mid Term -		Take home	Oct. 9 5 P.M.
6	Oct. 16	Applications: Effective business writing-giving and receiving feedback, managing meetings	Chapter 9 & 10		
7	Oct. 23	Communicating Change			Develop or update Resume
8	Oct. 30	Communicating W/ External Audiences	Chapter 12		Cover Letter and entire package for job by E-mail
9	Nov. 6	Diversity and intercultural communication	Chapter 13	Informative Presentation	
10	Nov. 13	Personal and corporate ethics electronic communication	Chapter 14	Mock Interview	
11	Nov. 20	Technique: Effective writing Effective speaking	Chapter 15	Content and Argument Presentation	
12	Nov. 27	Course Review		Guest presenter	
13	Dec. 4	FINAL EXAM		In Class	
exam					

**Schedule of Laboratories and topics covered:**

Not Applicable

**Additional Information:** *add anything related to your classroom and course*

**Attendance:** *Attendance at class is a great predictor of course grades. Students are encouraged to attend every class. Students who miss two consecutive classes without reasonable explanation*

ahead of time will be referred to Student Services for follow up. Participation grades are given for participation which means being prepared to participate by reading materials ahead of time. In some classes discussion is vital for thorough understanding of the subject matter.

**Student Success Services** is available for all students who require additional help with study skills, time management, exam preparation skills, tutoring, and any other personal life skills.

**Student conduct:** Students are expected to behave in a professional manner with honesty and integrity. Please refer to the Student Guide for details and adhere to all expectations.

**Plagiarism:** is a serious Academic offence. The consequence of such an offence is suspension or termination from the program or from the College. Please discuss plagiarism with your instructor or Student Services to fully understand what this entails.

**Late assignments and projects:** Assignments are due at the beginning of the class on the due date. Five percent (5%) will be deducted each day that an assignment is late. Assignments will not be accepted after 5 days unless for extreme circumstances. The instructor may consider an extension if notified 48 hours prior to due date and supporting documentation of an acceptable reason is provided. Extensions will not be granted if not requested ahead of the due date. If you are late with assignments, it is often very difficult to catch up and obtain a reasonable grade. If you need help, please ask your instructor first, then your advisor.

**Accommodation:** Students who require accommodation in this course due to any type of disability must discuss this with their instructor and Advisor.

**Re-appraisal of grades:** Any student seeking a re-appraisal of grades must discuss this with the instructor within two weeks of the work being returned. If the student is not satisfied with the outcome of that discussion, further discussion can take place with the Dean of the program.

**Contract:** This course outline is a contract between the instructor and the students. At times course outlines need to change, however, all students will be consulted prior to final change.

### APA, MLA, and Chicago citation formats:

Please see the following videos for assistance:

[Maskwacis Cultural College - APA Formatting & Title Page](#)  
[Maskwacis Cultural College - APA - Citing One and Two Authors](#)  
[Maskwacis Cultural College - APA - Personal Communications](#)  
[Maskwacis Cultural College - APA - Reference Page](#)

MLA and Chicago style videos are in progress at Maskwacis Cultural College Library, but students can go to Youtube.com and view other videos and/or ask their instructor for guidance.

#### FALL TERM 2017

##### September

4 Labour Day – college closed  
 5 Orientation for students  
 6 Classes begin  
 20 Registration: ADD/Drop deadline

##### October

3 Tuition Refund (50%)  
 9 Thanksgiving Day - MCC closed  
 24 Mid-term grades due

##### November

13 Remembrance Day – MCC closed

17 Withdrawal deadline (W)

##### December

5 Last Day of classes  
 6-14 EXAM week for University Classes  
 19 Final grades due  
 20 Holiday Season begins College closed

#### Winter Term 2017

**January**

2 College Closed  
 3 Admin Day  
 4 Classes begin  
 17 Registration: Add/drop deadline

**February**

1 Application to Grad deadline  
 1 Tuition refund (50%)  
 19 Family Day – *MCC closed*  
 19-23 Reading week – no classes  
 26- Mar 2 – mid-term exam week

**March**

Feb 26 – Mar 2 -mid-term exams  
 1 Deadline to apply for Fall 2018

9 Mid-term grades due  
 10 Withdrawal Deadline (W)  
 30 Good Friday – *MCC Closed*

**April**

2 Easter Monday – *MCC Closed*  
 3 Last Day of classes  
 9-13 Exam week  
 20 Final grades due

Academic approval by



President: Dr. Claudine Louis

Cultural content approved by



Elder: Jerry Saddleback

*Approvals must be obtained prior to start of classes and will be organized by the Dean of Academic Studies with a signed copy sent to the instructor for copies to students.*

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