

Business Communications 30 S Course Outline

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Business and Marketing Education

Instructor: Mrs. E. Brown

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1. Description: Business Communications 30S is an in-depth study of the people aspect of the business. What makes some people incredibly successful while other struggle to get by. We will start with a brief psychology unit to understand what makes people tick before moving on to communication styles, labour standards as well as discovering what cultural norms here as well as around the world.
2. Rationale: To be successful in business, students must develop specialized skills and knowledge in marketing. This includes developing a marketing strategy by choosing a target market and matching it with the proper market mix of product, place, price and promotion. The study of psychology and communication can also assist the marketer to be successful in business.
3. Goal: Students can develop a communication strategy for any type of business, organization or group.
4. Outcomes: The course is broken down into 4 separate units. Each of these covers a specialized area of business.

A. Integrates psychology into the human relations process.

- A.1) Lists the types of human relations.
- A.2) Outlines the components of psychology.
- A.3) Describes the types of personalities.
- A.4) Explains the Johari window concept.
- A.5) Illustrates how to develop a positive self-image.
- A.6) Demonstrates how to get along with others.
- A.7) Displays desirable characteristics.

B. Recognizes the importance of good communication skills.

- B.1) Outlines the model of communication.
- B.2) Differentiates between input and output skills.
- B.3) Illustrates good communication in action.
- B.4) Explains the types of employer communication.
- B.5) Displays effective employee communication.
- B.6) Demonstrates types of communication to customers.
- B.7) Judges communication from co-workers.

C. Study the laws related to labour laws and workplace health and safety.

C.1) understand the three basic rights in the workplace.

C.2) recognize unsafe work practices and environments

C.3) discover what laws are in place to protect employees and well as employers

C.4) Role-play different scenarios explore how labour laws effect the workplace.

D. Explores and Implements Etiquette practices from North America and abroad.

D.1) Outlines appropriate and inappropriate office behavior.

D.2) Research etiquette and communication styles from around the world.

D.3) Practice dressing for success, including what to wear, how to tie a tie, etc.

D.4) Implement fine dining etiquette in a 4-course dining environment.
(Time permitting)

5. Delivery Methods: The course includes lectures, films, case studies, use of the computer, self-directed packages and simulations.

6. Synopsis: The course will be split up according to the following timelines.

<u>Topic</u>	<u>Time</u>
<u>A.</u> Course Introduction	3 hours
<u>B.</u> Psychology	30 hours
<u>C.</u> Communication	20 hours
<u>D.</u> Workplace health and safety.....	12 hours
<u>E.</u> Labour Standards.....	20 hours
<u>F.</u> Etiquette.....	30 hours

7. Evaluation: The course will use a variety of methods to determine the final grade of a student. Students are expected to follow all of the policies outlined in the student handbook and the ones established for the business and marketing education courses. Assessments will be formative and summative. Assignments are given for the purpose of improvement and to determine if student learning has occurred. Summative assessment is designed to measure student achievement of the outcomes for the course. Summative assessments will include reports, practical, tests, and projects and these will make up the student's final grade for the semester.

<u>Criteria</u>	<u>Marks Available</u>
A. Unit Tests	30
C. Projects	20
D. Assignments	10
E. Final Project.....	30
F. Quizzes.....	10
Total	100
Total	100

8. Digital Citizenship You are here to learn. Cell phones and personal devices are **not allowed** in Business Communications class. You will be asked to place your phone in a secure location or on the instructor's desk for the class. A denial of such a request will be seen as defiance and will lead to expanded intervention.

9. Class Expectations

Learning We are here to learn, and our behavior will always represent that fact.

Respect- For ourselves, others, and our environment

Responsibility- For our mistakes because this is the best way to learn and grow.

Safety- Always be considerate for the safety of others and yourselves and act accordingly.

At times, the Business Communications class will be permitted to work independently, provided that students are using their independent time appropriately. If the independent study time is not working out, students will be required to complete their coursework in the classroom under supervision.