

COURSE SYLLABUS



COURSE TITLE:	BUS 130: Business Communications
CLASS SECTION:	001/006
TERM:	F2022
COURSE CREDITS:	3
DELIVERY METHOD(S):	Lecture

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 updates please visit <https://camosun.ca/about/covid-19-updates>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Louisa Marziali
EMAIL: marzialil@camosun.ca
OFFICE: CBA 228
HOURS: Virtual by appointment

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will learn to communicate effectively in business contexts through the study and practice of oral presentation skills, written correspondence and team work. Through applied writing projects and presentations, students will develop skills in audience analysis and identification of audience needs. Students will practice crafting messages to meet specific audience needs in diverse business contexts, and will develop skills in the creation, formatting and delivery of business communication individually and as a member of a team.

PREREQUISITE(S): One of:

- C in [English 12](#)
- C in [Camosun Alternative](#)

CO-REQUISITE(S):

EQUIVALENCIES:

COURSE LEARNING OUTCOMES / OBJECTIVES

By the end of this course, the successful student will be able to do the following:

1. Communicate professionally and effectively in written, spoken, and visual forms within a business context
 - Analyze an audience, determine the message purpose, choose an appropriate communication channel, and develop the message accordingly
 - Deliver effective oral presentations
 - Write and format standard business correspondence for a variety of distribution channels
 - Use appropriate business tone and approach (direct/indirect)
 - Analyze appropriate use of emerging technologies
 - Use self-assessment and peer review to evaluate the quality of oral and business communications
 - Demonstrate interpersonal and intercultural communication skills needed to work in diverse contexts
 - Clearly identify a business problem, analyze data, synthesize results, and present clear, realistic conclusions and recommendations in written and oral form
 - Identify, cite, and format reliable and credible sources for primary and secondary research using APA style
2. Demonstrate the ability to work effectively in a team to compile and present a collaborative research-based
 - Demonstrate interpersonal and intercultural communication skills needed to work in diverse contexts
 - Clearly identify a business problem, analyze data, synthesize results, and present clear, realistic conclusions and recommendations in written and oral form
 - Identify, cite, and format reliable and credible sources for primary and secondary research using APA style project

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2021). Business Communication: Process and Product (7th Canadian ed.). Toronto, ON: Nelson Education Ltd. ISBN-10: 0-17-691018-2; ISBN-13: 978-0-17-691018-2

Students may purchase a hard copy of the text, OR they may purchase MindTap, an online product which includes the e-text. You may purchase MindTap either from the Nelson Publishing website with a Canadian credit card, or via the Camosun College Bookstore.

If you buy MindTap, you need a student registration URL and a course key to access it and the online materials. These will be provided by your instructor.

Note: If you have an earlier version of the text, it is your responsibility to find all relevant pages and information.

A hard copy of the text is on reserve in the library on both Camosun campuses

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Week	Dates	Topic	Assigned Readings	Activities/Discussion Due Dates
1	Sept. 6-11	Ch 1	Intro to Course D2L, MindTap Chapter 1	D2L Quiz Ch. 1 (Sept. 11)
2	Sept. 12 - 18	Ch 2 & 3	Intercultural Communication Professionalism: Listening, Nonverbal & Etiquette Skills	D2L Quiz Ch. 2 & 3
3	Sept. 19 - 25	Ch 7 & 14	Electronic & Digital Media Business Presentations How To Presentations Assigned	D2L Quizzes Ch. 7 & 14 Post How-To topic to discussion board (Sept. 23)
4	Sept. 26 - Oct. 2	Ch 4 & 10	Planning Business Messages Persuasive Messages	In-Class Writing Assignment: Persuasive Writing Individual Presentation Outline due D2L Quizzes Chs. 4 & 10
5	Oct. 3 - 9	Chs 5, 6 & 13 (pp. 343-347)	Individual Presentations Teams/Group Process & Meetings Organizing, Writing & Revising Messages (self- study) Business Proposals Team Charter Assigned	Readings: Ch. 5, 6 & 13, D2L Quizzes Ch. 5 & 6
6	Oct. 10 - 16	Ch 11 (pp. 282- 294)	Individual Presentations Primary/Secondary Research APA Style Academic Honesty & Plagiarism	Team Charter due Oct 13 Team Scenario due Oct 13 D2L Quizzes: APA & Academic Honesty Pretest and Quiz
7	Oct. 17 - 23	Midterm Study Guide	Individual Presentations Midterm Review CamSTAR Stories	Team Project Proposal due Oct 21

8	Oct. 24 – 30	Ch 12 & Ch 11 (pp. 295-301)	Individual Presentations Informal Business Reports & Data Analysis Team progress report assigned	Midterm Exam D2L Quiz Ch. 11
9	Oct 31 - Nov 6	Ch 8 & 12 (pp. 326-7)	Positive Messages Progress Reports Self/peer evaluations assigned	D2L Quiz Ch. 8 & 12 Team Progress Report due Nov 4
10	Nov. 7 - 13	Ch 13	Formal Business Reports Team Writing	Mid-Project Self/peer evaluations due Nov 13 D2L Quiz Ch. 13
11	Nov.14 - 20	Ch 9	Negative Messages Work on team project	In-Class Writing Assignment: Negative Message Team Presentation Outline due Nov 18 D2L Quiz Ch. 9
12	Nov. 21 – 27		Review of Business Presentations (Ch 14) Time for groups to work together on report when not meeting with instructor	Near-complete draft of final report to be presented to instructor for conference session
13	Nov. 28 - Dec 4		Team Presentations/Practice sessions	Team Final Report due Dec 02.
14	Dec. 5 - 9		Team Presentations	Team Presentation Outline due day of presentation Individual Team Reflection Memo due Dec 8
NO FINAL EXAM				

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

Individual Assessments	Total 75%
• Individual Presentation Outline	5%
▪ Presentation	5%
▪ Negative News Message	8%
▪ Persuasive Message	8%
▪ Midterm	25%
▪ D2L Chapter Quizzes	10%
▪ APA/Academic Honesty Lab & Quizzes	4%
▪ In-class Participation and Assignments/Professional Practice/Peer Review	10%
Team Assessments	Total 25%
▪ Team Charter and Project Proposal	5%
▪ Progress Report	5%
▪ Final Team Presentation	5%
▪ Formal Written Report	10%
Course Total	100%

COURSE GUIDELINES & EXPECTATIONS

Assignment formatting.

The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style are required. See Camosun College (2021) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Where required by your instructor, submit all assignments into the D2L assignments by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Deadlines and exams.

You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or makeup exams of any kind if you performed poorly on an assignment, midterm or final exam.

- **EXAM DATES WILL NOT BE RESCHEDULED.**
- Non-attendance on scheduled exam dates results in a zero grade.
- Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.
- Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder. Electronic notes will not be accepted. Medical documentation must be received as soon as reasonably possible.

SCHOOL OR DEPARTMENTAL INFORMATION

Academic Standing: Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements. The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress

Policy from: <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

Final Exams: Students are expected to write tests and final exams at the scheduled time and place. In emergency circumstances, a student may write a test or final examination before or after the scheduled time if the student would otherwise be unable to complete the program or course. Exceptions due to emergency circumstances, such as unavoidable employment commitments, health problems, or unavoidable family crises, require the approval of the appropriate instructor. **Holidays or scheduled flights are not considered emergencies.**

The student may be required to provide verification of the emergency circumstance.

The School of Business is committed to promoting competence, professionalism and integrity in our students and developing their core skills to succeed throughout their academic programs and in their careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in appropriate circumstances. It is your responsibility to become familiar with the content and the consequences of academic dishonesty.

- See Camosun College (2021) [Academic Integrity Policy](#): "Students' Rights and Responsibilities". Acts of academic dishonesty include, but are not limited to:

- Using the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- Duplicating a table, graph, or diagram, in whole or in part, without referencing the source.
- Paraphrasing the ideas of another person, whether written or verbal, without referencing the source.
- Providing answers to another student in any test, examination, or take-home assignment.
- Taking any unauthorized materials into an examination or test.
- Submitting the same paper or portions thereof for more than one assignment in different courses without the instructor's permission.

If you are uncertain or have any questions regarding academic integrity, please do not hesitate to discuss these with your instructor.

- **Recommended Materials/Resources to Assist Students to Succeed Throughout the Course**

[Camosun Learning Skills page](#) and [Camosun Learning Skills Guides](#)

[Camosun Writing Centres: Tools and Resources](#)

[APA 7th Edition Workbook](#)

[Purdue Online Writing Lab \(OWL\)](#)

[SFU Essay Assignment Calculator](#) (Camosun's [Time Management guide](#) also links to this page)

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills

Support Service	Website
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>
Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc.). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started: <http://camosun.ca/services/accessible-learning/>

Academic Progress

Please visit https://www.camosun.ca/sites/default/files/2021-05/e-1.1_0.pdf for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<https://camosun.ca/registration-records/policies-and-procedures-students/registration-policies-students>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <http://www.camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.