

COURSE SYLLABUS



COURSE TITLE: BUS 130
CLASS SECTIONS: 001 (Wed/Fri)
006 (Mon/Wed)
TERM: 2023W
COURSE CREDITS: 3
DELIVERY METHOD(S): In-class 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](#).

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link: <http://camosun.ca/covid19/faq/covid-faqs-students.html>. However, if you're at all uncomfortable being on campus, please share your concerns with your Instructor. If needed, alternatives will be discussed.

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: Dr. Siobhan Chandler
EMAIL: chandlers2@camosun.ca
OFFICE: Interurban CBA 266 | Lansdowne Ewing 304
HOURS: tbd
WEBSITE: <https://online.camosun.ca/d2l/home>

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

This course will assist learners to develop effective business skills in oral presentation, written correspondence and teamwork. Learners will develop the ability to analyze their audience and message purpose in the creation and delivery of all business communication.

https://calendar.camosun.ca/preview_course_nopop.php?catoid=7&coid=12096

PREREQUISITE(S): One of C in English 12; C in Camosun Alternative

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
2. Demonstrate the ability to work effectively in a team to compile and present a collaborative research-based project.
 - 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

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION



Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2022). *Business Communication: Process and Product (7th Brief Canadian ed.)*. Toronto, ON: Cengage Learning Canada, Inc. Textbook ISBN-13: 978-0-17-691018-1
E-book ISBN-13-9780-17-691028-0

Students may purchase a hard copy of the text, OR MindTap, an online product by the text publisher which includes an e-text. You may purchase MindTap either from the Cengage Publishing website with a Canadian credit card, or via the Camosun College Bookstore. MindTap is not a required resource but access to the hard copy text or e-text is required. The resources provided on MindTap are for extra practice. All assignments and graded work will be done through D2L.

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 on the course homepage and in an email sent to you before the start of term.**

Note: If you have an earlier version of the text, it is your responsibility to find all relevant pages and information; not all content will be available in older versions. 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	ACTIVITY or TOPIC	DUE
1	Chapter 1: Business Communication Essentials Chapter 2: Information Flows: Listening & Nonverbal Skills & Professionalism	
2	Chapter 4: Planning Business Messages & 3x3 Writing Method Chapter 8: Direct messages	1. Intro Lab (1%) due Mon Jan 16 @ 11:55 PM
3	Chapters 5 & 11: Research and Research-writing Skills How to Write Stronger Paragraphs Introduce DRO 1	1. Direct Message Letter (5%) due Mon Jan 23 @ 11:55 PM
4	Chapter 11: Continued (Focus on APA) <i>Class time to practice research writing to help you prepare DRO 1. Attendance strongly recommended.</i>	1. Research-lab Quiz (2%) due Mon Jan 30 @ 11:55 PM 2. Chapter 1, 2, 4, 8 quizzes due by Jan 30 @11: 55 PM
5	Chapter 5, 6: Writer's Bootcamp Introduce DRO 2	1. DRO 1 (5%) due Mon Feb 6 @ 11:55 PM
6	Chapter 3: Workplace Diversity Chapter 7: Short Business Messages	1. Chapter 5, 6, 11 quizzes due by Mon Feb 13 @11:55 PM
7	FAMILY DAY & READING WEEK – NO CLASSES	
8	Chapter 9: Negative Messages Chapter 10: Persuasive messages <i>Class time to practice writing a neg news message to prepare for exam. Attendance strongly recommended.</i>	1. DRO 2 (10%) due Mon Feb 27 @ 11:55 PM 2. Chapter 3, 7 quizzes due by Mon Feb 27 @11:55 PM
9	Chapter 13: TEAM PROJECT BEGINS Chapter 2: Teamwork & Meetings <i>Class time to prepare and submit team charter and schedule. Attendance required!</i> <ul style="list-style-type: none"> • Section 006 (Mon /Thurs class) must attend on Mon March 6 • Section 001 (Wed/ Fri class) must attend on Wed March 8 <hr/> Chapter 14: Business Presentations	1. Team Charter & Schedule (1%) due Fri March 10 @ 11:55 PM 2. Quizzes for Chapter 9, 10, due by Mon March 6 @ 11:55 PM on

CONTINUED...

10	<p>In-class EXAM</p> <ul style="list-style-type: none"> • If you have an accommodation, you must register with CAL to write your exam with them at this time. • Exam must be written in class time • It is a closed book, multiple choice and long answer question format. <hr/> <p>Chapter 11 & 12: Recommendations, proposals, and document design. <i>Team time!</i></p>	<p>In-class EXAM (25%)</p> <ul style="list-style-type: none"> • Section 006 (Mon/Thurs class) write exam on Mon March 13 • Section 001 (Wed/Fri class) write exam on Wed March 15
11	<p>Finish Chapter 14 Business Presentations <i>Class time to complete ITP Evaluation</i></p> <hr/> <p><i>ITP Team Debrief Attendance Required!</i></p> <ul style="list-style-type: none"> • Section 006 (Mon/Thurs class) must attend on Thurs March 23 for team debrief • Section 001 (Wed/Fri class) must attend on Fri March 24 for team debrief <p><i>ITP Debrief is due at the end of class on these dates.</i></p>	<ol style="list-style-type: none"> 1. Draft Team Project due Sun March 19 @ 11:55 PM (8%) 2. ITP Self Evaluation (1%) due as follows: <ul style="list-style-type: none"> • Section 006 (Mon/Thurs class) self eval due on Wed March 22 @ 11: 55 pm • Section 001 (Wed/Friday class) self eval is due on Thurs March 23 @ 11:55 PM • ITP DEBRIEF due in class (1%).
12	<p>Individual How-to Presentations Attendance required for all presentation dates (now to end of term) <i>You will lose 1% from your prof. practice score for each class missed without cause.</i></p>	<p>Individual How-to presentation (10%)</p>
13	<p>Finish Individual Presentations Begin Team project Presentations</p>	<ol style="list-style-type: none"> 1. Final Team Project Report Due Wed April 5 @ 11:55 PM (5%)
14	<p>Finish Team Project Presentations</p>	<ol style="list-style-type: none"> 1. Team Project Presentation (5%)

NOTE: There is NO final exam for BUS 130.

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 noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
INDIVIDUAL ASSESSMENTS	75%
Direct Letter	5%
APA Research Writing <ul style="list-style-type: none">DRO 1: Problem Paragraph: (5%)DRO2: Solution Paragraph: (10%)	15%
“How-to” Presentation (10%)	10%
Course Exam (includes negative news)	25%
Quizzes	8%
Professional Practice	7%
Intro Lab (1%) Research Lab (3%) ITP Metrics Self Evaluation (1%)	5%
TEAM ASSESSMENTS	25%
TEAM PROJECT: Charter & Schedule (1%); Proposal Letter (5%); Draft Report (8%); Final Report (5%); Final Presentation (5%); ITP Metrics Team Debrief (1%)	25%
If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the Grade Review and Appeals policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf	TOTAL 100%

COURSE GUIDELINES & EXPECTATIONS

Assignments

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7th edition) available at: <https://camosun.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.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college’s Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Instructor Course Policies.

a) Team Project Assignment. Teamwork in a key learning outcome for this course. The following policies are intended to promote team fairness and success.

- I. Students must submit both Detailed Research Outlines (DRO 1 and 2) before they will be placed on a team. Students who are not placed on teams because they do not submit these assignments will lose five professional practice marks (5% course total) and will be required to do a make-up assignment of the equivalent grade value to be determined by the instructor.
- II. Students who do not receive passing scores on the Detailed Research Outline 2 (DRO-2) will be required to resubmit it until it meets the minimum standard set by the instructor at which time they will be placed on a team. If the corrections to DRO-2 are not made by the resubmission deadline, the student may not be placed on (or may be removed from) a team and will lose five professional practice marks (5% course total). They will be required to complete a make-up assignment of the equivalent grade value to be determined by the instructor.
- III. Students who are removed from a team for non-performance or failure to meet the agreements laid out in their team charter will be removed from their team at the discretion of the instructor. Students who are removed from their team will lose their professional development score (7%) and will be required to do a make-up assignment of the equivalent grade value to be determined by the instructor.
- IV. Students who do not complete the ITP Metrics Peer Evaluation by the posted deadlines will lose one professional practice mark (1% course total) because of the inconvenience this causes the team.

b) Grades

- I. Students who request unearned grades (e.g., unwarranted grade adjustments to boost their score) will lose 1% of their course grade (deducted from professional practice score).
- II. Students must review grades once they are released and address grade queries promptly.
- III. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment or exam.

c) Communication

- I. Check D2L email at least once every two days and respond to instructor emails within two days.
- II. Subscribe to notifications for the Course Home Page, so you receive important announcements and updates.

d) Professionalism and Attendance

- I. You are required to attend class and participate. Marks may be deducted from your professionalism score for repeated absences—especially those that impact your team—as well as unprofessional conduct. This includes failing to communicate with your instructor or classmates in a respectful, timely and professional manner.
- II. Items in italics in the course schedule indicate days that emphasize or require attendance.

- III. The final two weeks of the course are dedicated to student presentations (individual and team). You are required to attend all these sessions. You will lose 1% per presentation day missed without cause or if you fail to email me before class. These will appear as deductions to your professional practice score.

e) Getting Help

- I. Please do not struggle in silence. I am available to support your success. Reach out to me by email or come to office hours. If appropriate we can also schedule an online meeting.
- II. I check email regularly Monday to Friday. I do not answer emails on the weekend.

SCHOOL OR DEPARTMENTAL INFORMATION

Deadlines and exams

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions.

EXAM DATES WILL NOT BE RESCHEDULED. Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times except for students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)). It is understood that emergency circumstances do occur (e.g., severe illness or family emergency); for such circumstance, accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g., medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

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.

Students registered through the [Centre for Accessible Learning](#) (CAL) should discuss timelines with their instructors at the beginning of each semester.

Do not make travel plans until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets. Travel plans are not an acceptable reason to miss an exam.

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 several 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
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 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 working with 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 Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.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”

(<http://camosun.ca/learn/calendar/current/procedures.html>) 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://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/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 250-3703841

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.

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.