

# COURSE SYLLABUS



COURSE TITLE: BUS 130: Business Communications

CLASS SECTION: 001

TERM: Winter 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-face

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

---

*This section of BUS 130 requires mandatory attendance for the first class meeting of the 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 for Students" [Registration Policies for Students | Camosun College](#)*

## INSTRUCTOR DETAILS

---

NAME: Jesika Kula

EMAIL: [kulaj@camosun.ca](mailto:kulaj@camosun.ca)

OFFICE: 231 F

HOURS: Tues/Thurs 12:30 – 1:30pm

*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): C in English 12 or C in Camosun Alternative

## COURSE LEARNING OUTCOMES / OBJECTIVES

---

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

Communicate professionally and effectively in written, spoken and visual form within a business context

- Conduct an audience analysis; determine the message purpose; choose the most appropriate communication channel; and develop the message accordingly.
- Deliver effective oral presentations.
- Write and format standard business correspondence for use with a variety of distribution channels
- Use appropriate business tone and approaches in communications (direct/indirect)
- Analyze appropriate use of emerging technologies
- Evaluate the quality of oral and written business communication by self assessment and peer review

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

- Demonstrate interpersonal and intercultural communication skills needed to work in diverse contexts
- Clearly identify the business problem, analyze the data, synthesize the results and present clear, realistic conclusions and recommendations in written and oral form
- Identify reliable and credible sources for secondary and primary research, and cite, reference and format assignments following the APA style

## REQUIRED MATERIALS

---

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

## RECOMMENDED PREPARATION / INFORMATION

---

**Book:** How to Talk to Anyone 92 by Leil Lowndes

**Software:** MindTap, an optional online product which includes the e-text. You may purchase MindTap either from the Cengage website with a Canadian credit card, or via the Camosun College Bookstore. We will not be using MindTap in this course, but it is a helpful tool for improving your writing and communication skills.

If you buy MindTap, which is completely optional, you need a student registration URL and a course key to access it and the online materials.

- **Course Key:** MTPN-X043-7KQR
- **Course Link**  
URL: <https://ng.cengage.com/static/nb/ui/evo/index.html?snapshotId=4163605&id=2196785873&eISBN=9780176910204>
- **Student MindTap Registration Video:** <https://www.youtube.com/watch?v=hGxg7KgYYIE>
- **Student MindTap Navigation Video:** <https://screenpal.com/watch/c0lXfxVmd26>
- **Student Tech Support:** [Create a ticket here](#) (when you submit a ticket you will be provided with a case number and the customer support phone number) [Submit a ticket to our Canadian customer service team at [support.cengage.ca](mailto:support.cengage.ca)]

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

Hard copies of the text are on reserve in the library on both Camosun campuses.

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

**Class hours: Tues/Thurs, 10:30 – 12:30pm**

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 DATES
<b>Week 1</b> Jan. 7/9	Read Chapter 1  Intro to Course & D2L  Activity: About You survey (complete by Jan 9th)  Icebreaker activity	<b>Post Intro on Discussion forum</b> (Jan 7) & comment on 2 classmates' posts (Jan 9)  <b>WD deadline, 80% refund</b> (Jan 12)  <b>D2L Quiz Ch. 1</b> (Jan 13)
<b>Week 2</b> Jan. 14/16	Read Chapters 2 and 3  Intercultural Communication  Professionalism: Listening, Nonverbal & Etiquette Skills	<b>D2L Quiz Ch. 2 &amp; 3</b> (Jan 20)  <b>Academic Integrity Course completion</b> (Jan 20)
<b>Week 3</b> Jan. 21/23	Read Chapters 7 and 14  Electronic & Digital Media  Business Presentations  <b>How To Presentations Assigned</b>	<b>Post How-To topic to D2L discussion board</b> (Jan 27) for instructor approval  <b>D2L Quizzes Ch. 7 &amp; 14</b> (Jan 27)
<b>Week 4</b> Jan. 28/30	Read Chapters 4 and 10  Teams/Group Process & Meetings  Planning Business Messages	<b>Individual How-To Presentation Outline (Feb 3)</b>  <b>D2L Quizzes Ch. 4 &amp; 10 (Feb 3)</b>
<b>Week 5</b> Feb. 4/6	Read Chapters 5, 6 and 13 (pp. 347 – 351)  <b>Persuasive Messages In-Class Activity</b>  Organizing, Writing & Revising Messages (self-study)  Business Proposals  <b>Individual Presentations (beginning Feb 6)</b>  Team Formation and Topic Selection  <b>Team Charter Assigned</b>  Primary/Secondary Research  APA Style	<b>In-Class Writing Assignment: Persuasive Writing (Feb 4*)</b>  <b>D2L Quizzes Ch. 5 &amp; 6 (Feb 10)</b>  *If we're in the computer lab, otherwise it will be on the 6th  <b>Quiz:</b> What do you already know about APA and Academic Integrity? (Feb 10)

WEEK	ACTIVITY or TOPIC	DUE DATES
	Academic Honesty & Plagiarism	
<b>Week 6</b> Feb. 11/13	Read Chapter 11 (pp. 282 – 294) and 12  Proposal Writing  Informal Business Reports  <b>Individual Presentations</b>  Team Scenario Activity Assigned (Fill out Team Scenario document with team during class)  Team Project Proposal Assigned	<b>Team Charter (Feb 11)</b>  <b>In-Class Writing Activity: Team Scenario (Feb 13)</b>  <b>Team Project Proposal (Feb 17)</b>  D2L Quiz Ch. 12 (Feb 24)  D2L Quizzes: APA & Academic Honesty Pretest and Quiz (Feb 24)
<b>Week 7</b> Feb. 18/20	<b>Reading Break</b>	
<b>Week 8</b> Feb. 25/27	Read Chapter 11 (pp. 295 – 301) and 13 (pp.351 – 372)  <b>Individual Presentations</b>  Progress Reports  Informal Business Reports & Data Analysis  Formal Business Reports  Team progress report assigned  Self/peer evaluations assigned	D2L Quiz Ch. 11 & 13 (Mar 3)
<b>Week 9</b> Mar. 4/6	Read Chapter 8  Positive Writing  <b>Individual Presentations</b>  Team Work Block after presentations	<b>Team Progress Report (Mar 10)</b>  Mid-Project Self/peer evaluations (Mar 10)  D2L Quiz Ch. 8 (Mar 10)
<b>Week 10</b> Mar. 11/13	Read Chapter 9  Negative Messages	<b>In-Class Writing Assignment: Direct Claim (Mar 11*)</b>  D2L Quiz Ch. 9 (Mar 17)  *If we're in the computer lab, otherwise it will be on the 13th
<b>Week 11</b> Mar. 18/20	Team Work Block	<b>In-Class Writing Assignment: Negative Writing (Mar 18*)</b>

WEEK	ACTIVITY or TOPIC	DUE DATES
		*If we're in the computer lab, otherwise it will be on the 20th
<b>Week 12</b> Mar. 25/27	<b>Team conference sessions</b> Time for groups to work together on report when not meeting with instructor	<b>Near-complete draft of final report to be uploaded to D2L by <u>noon</u> the day before your meeting</b>  <b>Team Final Report (Mar 31)</b>
<b>Week 13</b> Apr. 1/3	Review of Business Presentations (Chapter 14)  Reflective Message  Practice sessions to rehearse presentation as a group	
<b>Week 14</b> Apr. 8/10	<b>Team Presentations</b>	<b>Reflective message (Apr 13 by 12pm [noon])</b>  Last day to withdraw without academic penalty (Apr 12)
<b>NO FINAL EXAM</b>		

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>

## EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Individual Presentation Outline	5%
Individual Presentation	5%
Persuasive Message	10%
Negative News Message	10%
Direct Claim Message	10%
D2L Chapter Quizzes	20%
APA/Academic Honesty Pretests & Quizzes	5%
In-class Participation/Professional Practice/Peer Review	10%
<b>Team Project</b>	

DESCRIPTION	WEIGHTING
Team Charter and Project Proposal	5%
Team Progress Report	5%
Formal Written Report	10%
Final Team Presentation	5%
TOTAL	
	100%

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](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

**Generative AI.** This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, etc. Use of Gen-AI tools may hinder your learning. As such, use of Gen-AI tools in this course is **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be useful to support your learning in this course, please talk to me first. Note that spelling, grammar, and overall formatting (things that AI does really well) constitute only a small portion of your grade on each assignment. Tools such as spelling and grammar check features in MS Word should be sufficient to ensure your spelling and grammar are of sufficient clarity. If you would like additional support with writing, please consider using the services available in the [Writing Centre](#).

**Assignment formatting.** The School of Business uses **APA style** for formatting assignments and citing references. Proper citations and formatting using APA style will be 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 make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

- a) **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.
- b) Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Valid medical documentation must be received as soon as reasonably possible if an assignment, presentation or exam is missed.

## SCHOOL OR DEPARTMENTAL INFORMATION

---

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.

## 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	<a href="http://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="http://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="http://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="http://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="http://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="http://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="http://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="http://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="http://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>

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 <https://camosun.ca/sites/default/files/2021-05/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

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

### 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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

### Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### 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 (see



[Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence

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 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 Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education).

To contact the Office of Student Support: [oss@camosun.ca](mailto: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 <https://camosun.ca/sites/default/files/2021-05/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.