

COURSE SYLLABUS



COURSE TITLE: BUS 130: Business Communications

CLASS SECTION: 001

TERM: Winter 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Face-to-Face

Camosun College campuses are located on the traditional territories of the Lək'wəḡən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

BUS 130 requires mandatory attendance for the first class 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: G. Kristina Sviderskyte, MJ, Ph. D.

EMAIL: SviderskyteK@camosun.ca (please allow 24-48 hours to respond)

OFFICE: CBA 273

OFFICE HOURS: Mondays and Wednesdays 2:30 – 4:00 p.m. (after classes)

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 in developing practical business skills in effective public speaking, presentation, written correspondence, reporting and teamwork. Learners will develop the ability to analyze their audience and message purpose in creating and delivering all business communication.

PREREQUISITE(S): C in English 12 or C in Camosun Alternative

COURSE LEARNING OUTCOMES / OBJECTIVES

By the end of this course, the successful learner will be able to

1. Communicate professionally and effectively in written, spoken, and visual forms within a business context
 - Analyze the audience, determine the message's purpose, choose an appropriate communication channel, and develop the message accordingly
 - Deliver effective presentations
 - Write and format standard business correspondence for a variety of distribution channels
 - Use appropriate business tone and approach (direct/indirect)
 - Analyze the 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 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: Cengage Learning Ltd. ISBN-10: 0-17-691018-2; ISBN-13: 978-0-17-691018-2

You may purchase either a hard copy of the text or an online version with or without MindTap – the optional online product that includes the e-text. Although we will not use MindTap in class, it may be a helpful tool for practicing and improving your writing and communication skills.

You may purchase MindTap from the Cengage website with a Canadian credit card or via the Camosun College Bookstore. If you choose to buy MindTap, please use a student registration URL and a course key to access it.

Course Link URL: <https://student.cengage.com/course-link/MTPP4T339W1D>

Course Link Instructions: [Print instructions](#)

Course Key: MTPP-4T33-9W1D

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

Note: If you use an earlier version of the text, it is your responsibility to find assigned readings and resources.

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

CLASSROOMS: CBA 212/CBA 214

CLASS HOURS: Mondays/Wednesdays, 12:30 – 2:20 p.m.

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

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 1 Jan. 8/10	Read Chapter 1 <ul style="list-style-type: none">• Introductions. Course, D2L, MindTap. In-class peer activity: About Us (Jan. 10; icebreaker session #2 to pretest professional writing, collaboration and effective speaking skills)	D2L Quiz Ch. 1 (Jan. 14) WD deadline (Jan. 14)
Week 2 Jan. 15/17	Read Chapters 2 and 3 <ul style="list-style-type: none">• Intercultural Communication• Professionalism: Listening, Nonverbal & Etiquette Skills (practiced in class activities)	D2L Quiz Ch. 2 & 3 (Jan. 21)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 3 Jan. 22/24	Read Chapters 14 and 7 <ul style="list-style-type: none"> • Business Presentations • Persuasive Messages <p>How-To Presentations Assigned</p>	Post the How-To topic to the D2L discussion (Jan. 24) for instructor approval D2L Quizzes Ch. 7 & 14 (Jan. 28)
Week 4 Jan. 29/31	Read Chapters 4 and 10 <ul style="list-style-type: none"> • Planning Business Messages • Electronic & Digital Media 	<p>In-Class Writing Assignment: Persuasive Writing (Wednesday, Jan. 31)</p> <p>Individual How-To Presentation Outline (Feb. 2)</p> D2L Quizzes Ch. 4 & 10 (Feb. 4)
Week 5 Feb. 5/7	Read Chapters 5, 6 and 13 (pp. 347 – 351) <ul style="list-style-type: none"> • Organizing, Writing & Revising Messages • Business Proposals <p>Individual Presentations (Monday, Feb. 5, Group 1)</p> <p>Teams/Group Process & Meetings. Team Charter Assigned (begin during class on Feb. 7)</p>	<p>Team Charter (Feb. 11)</p> D2L Quizzes Ch. 5 & 6 (Feb. 11)
Week 6 Feb. 12/14	Read Chapter 11 (pp. 282 – 294) <p>Individual Presentations (Monday, Feb. 12, Group 2)</p> <ul style="list-style-type: none"> • Primary/Secondary Research • APA Style • Academic Honesty & Plagiarism <p>Team Scenario Assigned; fill out the Team Scenario form with the team members (Wednesday's class)</p> <p>Team Project Proposal Assigned</p>	<p>Team Scenario (Feb. 14)</p> <p>Team Project Proposal (Feb. 18)</p> D2L Quizzes: APA & Academic Honesty Pretest and Quiz (Feb. 18)
Week 7 Feb. 19 – 23 Family Day (College closed) Reading Break	No classes	

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 8 Feb. 26/28	Read Chapters 8 and 11 (pp. 295 – 301) Individual Presentations (Monday, Feb. 26, Group 3) <ul style="list-style-type: none"> • Progress Reports • Positive Messages Team progress report assigned Self/peer evaluations assigned	D2L Quiz Ch. 8 and 11 (March 3)
Week 9 March 4/6	Read Chapter 12 Individual Presentations (Monday, Mar. 4, Group 4) <ul style="list-style-type: none"> • Informal Business Reports & Data Analysis 	In-Class Writing Assignment: Direct Claim (Wednesday, March 6) Team Progress Report (March 10) D2L Quiz Ch. 12 (March 10) Mid-Project Self/peer evaluations (March 10)
Week 10 March 11/13	Read Chapters 9 and 13 <ul style="list-style-type: none"> • Formal Business Reports • Negative Messages 	D2L Quiz Ch. 9 and 13 (March 17)
Week 11 March 18/20	Team writing: collaborative workshops #1 & 2	In-Class Writing Assignment: Negative Writing (Wednesday, March 20)
Week 12 March 25/27	Team writing: collaborative workshops #3 & 4 Teams develop their near-complete draft reports and review them with the instructor; all team members work together to contribute and finalize reports when not meeting with the instructor	Team Final Report (March 31)
Week 13 April 1/3 Easter Monday holiday (college closed/no classes April 1)	Review Chapter 14 <ul style="list-style-type: none"> • Business Presentations Team presentations: practice sessions to provide, gather and integrate constructive feedback	Slides must be ready before your practice sessions for testing; feedback contributes to the participation grade
Week 14 April 8/10	Team Presentations (April 8 and 10)	Reflective message (April 11 by 6 p.m. sharp!)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
		Last day to withdraw without academic penalty (April 13)
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>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Individual Presentation Outline	5%
Individual Presentation	5%
Persuasive Message (in class)	10%
Negative News Message (in class)	10%
Direct Claim Message (in class)	10%
D2L Chapter Quizzes	20%
APA/Academic Honesty Pretests & Quizzes	5%
In-class Participation/Professional Practice/Peer Collaboration	10%
Team Project	
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 Artificial Intelligence (Gen-AI). This course is designed to pretest, advance and practice your analytical thinking, authentic creativity and problem-solving skills. Gen-AI tools, such as ChatGPT, Quillbot and others, may hinder your learning process and are **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be helpful to support your learning in this course, please discuss it with the instructor and follow the provided guidelines to ensure academic integrity, fair assessment, ethics and transparency. **Note:** in this course, spelling, grammar, and formatting constitute a relatively small grade percentage. The traditional tools, such as MS Word spelling and grammar check features, are sufficient to ensure correct spelling and grammar. 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. Please refer to your textbook and review Library Citation Guides: <http://camosun.ca.libguides.com/apa7>.

- Please submit all written assignments by your last name as Word files into the D2L.
- References, in-text citations for quotes and paraphrasing must be consistent with APA standards.
- APA formatting, citations and referencing, grammar, spelling and style will be assessed in your grade.
- 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. Please note that 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 confirmed by the instructor on time. 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 careers. The purpose of the Academic Integrity policy is to provide clear expectations of appropriate academic conduct and to establish processes for discipline in proper circumstances. You are responsible for becoming 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 preserving 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 beyond the classroom. For a detailed overview of the supports and services, visit camosun.ca/services.

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

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 policies regarding academic integrity, which is about honest and ethical behaviour in their 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 <https://camosun.ca/sites/default/files/2023-02/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 [policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. 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 <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.