

# COURSE SYLLABUS



COURSE TITLE: **BUS 130: Business Communications**

CLASS SECTION: **002**

TERM: **Winter 2025**

COURSE CREDITS: **3**

DELIVERY METHOD(S): Face-to-face

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

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*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

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NAME: **Diana Hanson, MA, BBA**

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

OFFICE: **CBA 266**

HOURS: **By Appointment Only (Online or In-Person)**

*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

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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

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

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

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## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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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

Students may purchase a hard copy of the text, OR they may purchase an online version with or without 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.

- a. **Course Key:** **MTPN-CLN5-38LX**
- b. **Student MindTap Registration Video** - <https://www.youtube.com/watch?v=hGxg7KgYYIE>
- c. **Student MindTap Navigation Video** - <https://screenpal.com/watch/c0lXfxVmd26>
- d. **Student Tech Support** - Submit a ticket to our Canadian customer service team at [support.cengage.ca](mailto:support.cengage.ca)
- e. **Note:** Most courses include *14 days of free access* to MindTap. **Students can start using MindTap today and purchase access later. Details in the registration video above.**

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.

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

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**Class hours: Tuesdays (CBA 285) and Thursdays (CBA 219) 8:30AM -10:20AM**

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

WEEK or DATE	ACTIVITY or TOPIC	DUE DATES
<b>Week 1</b> Jan 7/9	Intro to Course, D2L, and Icebreaker Activity  Read Chapter 1: Business Comms in a Digital Age  APA and Academic Integrity D2L Courses	<b>D2L Quiz Ch. 1 (Jan 12)</b>  <b>D2L Quizzes: APA &amp; Academic Honesty Pretest and Quiz (Jan 12)</b>
<b>Week 2</b> Jan 14/16	Read Chapter 2: Professionalism  Read Chapter 4: Planning Business Messages	<b>D2L Quiz Ch. 2 &amp; 4 (Jan 19)</b>
<b>Week 3</b> Jan 21/23	<b>Jan 21:</b> Read Chapter 8: Positive Messages  <b>Jan 23:</b> In-Class Assignment: Direct Claim Message	<b>In-Class Assignment (Jan 23)</b>  <b>D2L Quiz: Ch. 8 (Jan 26)</b>
<b>Week 4</b> Jan 28/30	<b>Jan 28:</b> Read Chapter 9: Negative Messages  <b>Jan 30:</b> In-Class Assignment: Negative News Message  “in-Class” Activity: Self-Assessment Survey assigned	<b>In-Class Assignment (Jan 30)</b>  <b>D2L Quiz: Ch. 9 (Feb 2)</b>  <b>Self-Assessment Survey (Feb 1)</b>
<b>Week 5</b> Feb 4/6	<b>Feb 4:</b> <ul style="list-style-type: none"> <li>- Team Formation and Topic Selection</li> <li>- <b>In-Class Activity: Team Scenario</b></li> </ul> (Fill out Team Scenario document with team during class) <ul style="list-style-type: none"> <li>- <b>Team Charter Assigned</b></li> <li>- <b>Team Project Proposal assigned</b></li> </ul> <b>Oct 3:</b> Read Chapter 3: Intercultural Communications	<b>Team Charter (Feb 8)</b>  <b>Quiz Ch. 3 (Feb 9)</b>
<b>Week 6</b> Feb 11/13	<b>Feb 11:</b> Read Chapter 13: Proposals, Business Plans & Formal Reports Read Chapter 11: Reporting in the Workplace Los 3 & 4  <b>Feb 13:</b> Read Chapter 12: Informal Business Reports Read Chapter 11: Reporting in the Workplace LOs 1 & 2	<b>Team Project Proposal (Feb 15)</b>  <b>Quiz Ch. 11, 12, &amp; 13 (Feb 16)</b>

<b>Week 7</b> Feb 18/20	<b>READING BREAK</b>	
<b>Week 8</b> Feb 25/27	<p><b>Feb 25:</b> Read Chapter 10: Persuasive Messages <b>How To Presentations</b> assigned - <b>In-Class Activity:</b> How-To assignment Topic Selection</p> <p><b>Feb 27:</b> <b>In-Class Assignment:</b> Persuasive Message</p>	<p><b>In-Class Assignment (Feb 27)</b></p> <p><b>Quizzes Ch. 10 (Mar 2)</b></p>
<b>Week 9</b> Mar 4/6	<p><b>Mar 4:</b> Read Chapter 14: Business Presentation</p> <p><b>How-To Presentation Dates</b> assigned; <b>How-To Outline: Due</b></p> <p><b>Team Progress Report</b> assigned</p> <p><b>Mar 6:</b> Read Chapter 5: Organizing and Drafting Business Messages Read Chapter 6: Revising Business Messages</p> <p><b>How-To Presentation PowerPoints: Due</b></p>	<p><b>How-To Presentation Outline (Mar 5)</b></p> <p><b>Team Progress Report (Mar 8)</b></p> <p><b>How-To PowerPoints (Mar 10)</b></p>
<b>Week 10</b> Mar 11/13	<p><b>Mar 11:</b> How- To Presentations (Teams <b>TBD</b>) <b>In-Class Activity:</b> Peer Reviews (Teams <b>TBD</b>) Work Block (Teams <b>TBD</b>)</p> <p><b>Mar 13:</b> How- To Presentations (Teams <b>TBD</b>) <b>In-Class Activity:</b> Peer Reviews (Teams <b>TBD</b>) Work Block (Teams <b>TBD</b>)</p>	<p><b>Quizzes Ch. 5, 6, &amp; 14 (Mar 16)</b></p> <p>How-To Presentations/Peer-Reviews/Work Block</p>
<b>Week 11</b> Mar 18/20	<p><b>Mar 18:</b> How- To Presentations (Teams <b>TBD</b>) <b>In-Class Activity:</b> Peer Reviews (Teams <b>TBD</b>) Work Block (Teams <b>TBD</b>)</p> <p><b>Mar 20:</b> Instructor/Team Conference Sessions</p>	<p>How-To Presentations/Peer-Reviews/Work Block</p> <p><b>Draft of final report to be uploaded to D2L by <u>noon</u> Mar 19th</b></p>
<b>Week 12</b> Mar 25/27	<p><b>Mar 25:</b> Instructor/Team Conference Sessions</p> <p><b>Mar 27:</b> Read Chapter 7: Short Workplace Messages and Digital Media</p>	<p><b>Quiz Ch. 7 (Mar 30)</b></p>

<b>Week 13</b> Apr 1/3	<b>Apr 1:</b> Review and Question Period  <b>Apr 3:</b> <ul style="list-style-type: none"> <li>- <b>In-Class Activity:</b> Team Project Peer Review</li> <li>- Practice sessions to rehearse presentation as a group</li> </ul>	<b>Individual Team Peer Review (Apr 3)</b>  <b>Final Team Written Report (Apr 5)</b>  <b>Final Team PowerPoints (Apr 7)</b>
<b>Week 14</b> Apr 8/10	<b>Team Project Presentations</b>	Last day to withdraw without academic penalty (Apr 11)
<p style="text-align: center;"><b>NO FINAL EXAM</b></p>		

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 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
Direct Claim Message	10%
Negative News Message	10%
Persuasive Message	10%
How-To Outline	5%
How-To Presentation	5%
D2L Chapter Quizzes	20%
APA/Academic Honesty Pretests & Quizzes	5%
In-Class Participation Activities (2% each)	10%
<b>Team Project</b>	
Team Charter and Project Proposal	5%
Team Progress Report	5%
Formal Written Report	10%
Final Team Presentation	5%
<p>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 <a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">Grade Review and Appeals</a> policy for more information.</p> <p><a href="http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf">http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf</a></p>	<b>TOTAL</b> 100%

\*Any assignment submitted late (instructor approval required) will have a 10%-mark deduction applied.

## COURSE GUIDELINES & EXPECTATIONS

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### Use of Generative Artificial Intelligence (AI).

This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, etc. Use of 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 AI tool would be useful to support your learning in this course, please talk to the instructor first.

If there is a belief that an AI tool has been used in the creation of a submitted assignment, the instructor may request a meeting with the author/student of the assignment and require an oral defense/explanation of the work prior to the assignment being awarded a grade.

Use of AI can be plagiarism if it replaces the words, voice, or thoughts of the student, and/or if the AI content is not properly cited with APA standards. Any plagiarism will be given a grade of zero.

**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 assignments.** You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions, unless prior approval is given by the instructor in which case a 10% penalty will be applied. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

- a) **ASSIGNMENT DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled assignment 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

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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

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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

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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.

### 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.