

# COURSE SYLLABUS



COURSE TITLE: Business 130 – Business Communications  
CLASS SECTION: Sec 002  
LOCATION: CBA 214 CBA 277  
TERM: Winter 2023  
COURSE CREDITS: 3 credits  
DELIVERY METHOD(S): Face-to-face lecture; exams in computer lab

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and WSÁNEĆ 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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*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

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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

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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)

One of:

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

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful completion of this course, the learner will be able to:

1. Communicate professionally and effectively in written, spoken, and visual forms within a business context
  - a. Analyze an audience, determine the message purpose, choose an appropriate communication channel, and develop the message accordingly
  - b. Deliver effective oral presentations
  - c. Write and format standard business correspondence for a variety of distribution channels
  - d. Use appropriate business tone and approach (direct/indirect)
  - e. Analyze appropriate use of emerging technologies
  - f. 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. (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.

**Course Link URL:** <https://student.cengage.com/course-link/MTPNM6RZF3F6>

**Course Key:** MTPN-M6RZ-F3F6

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.

<b>Week</b>	<b>Dates</b>	<b>Topic</b>	<b>Assigned Readings</b>	<b>Activities/Discussion Due Dates</b>
1	Jan 9 - 15	Ch 1	Intro to Course D2L, MindTap Chapter 1	<b>D2L Quiz Ch. 1</b>
2	Jan 16 - 21	Ch 2 & 3	Intercultural Communication  Professionalism: Listening, Nonverbal & Etiquette Skills	<b>D2L Quiz Ch. 2 &amp; 3</b>
3	Jan 23 - 29	Ch 7 & 14	Electronic & Digital Media (self study)  Business Presentations  How To Presentations Assigned	<b>D2L Quizzes Ch. 7 &amp; 14</b>  <b>Post How-To topic to discussion board (Jan 29)</b>
4	Jan 30 - Feb 05	Chapter 10	Chapter 4: Planning Business Messages (pages 89-92) Persuasive Messages	<b>In-Class Writing Assignment: Persuasive Writing (Feb 02)</b>  <b>Individual Presentation Outline due (Feb 05)</b>  <b>D2L Quiz Chapter 10</b>
5	Feb 06 - 12	Chs 5, 6 & 13 (pp. 343-347)	<b>Individual Presentations</b>  Teams/Group Process & Meetings  Organizing, Writing & Revising Messages (self-study)  Business Proposals  <b>Team Charter Assigned</b>	<b>Readings: Ch. 5, 6 &amp; 13, D2L Quizzes Ch. 5 &amp; 6</b>  <b>First presentations Feb 09</b>
6	Feb 13 - 19	Ch 11 (pp.	<b>Individual Presentations</b>	<b>Team Charter due Feb 14</b>

		282-297)	Primary/Secondary Research APA Style Academic Honesty & Plagiarism	<b>Team Scenario due Feb 19</b> <b>D2L Quizzes: APA &amp; Academic Honesty Pretest and Quiz</b>
7	Feb 21 - 26 READING WEEK		Midterm Review - Study Guide	<b>Team Project Proposal due Feb 26</b>
8	Feb 27 - Mar 05	Ch 12 & Ch 11 (pp. 297-304) - primarily self-study	<b>Individual Presentations</b> Informal Business Reports & Data Analysis	<b>Midterm Exam Mar 02</b> <b>D2L Quiz Ch. 11</b>
9	Mar 06 - 12	Ch 8	<b>Individual Presentations</b> Positive Messages  <b>Self/peer evaluations assigned</b>	<b>D2L Quiz Ch. 8 &amp; 12</b>
10	Mar 13 - 19	Ch 13	Formal Business Reports Team Writing	<b>Mid-Project Self/peer assessments due</b> <b>D2L Quiz Ch. 13</b>
11	Mar 20 - 26	Ch 9	Negative Messages Work on team project	<b>In-Class Writing Assignment: Negative Message Mar 23</b> <b>Team Presentation Outline due</b> <b>D2L Quiz Ch. 9</b>
12	Mar 27 - Apr 02		Review of Business Presentations (Ch 14) Time for groups to work together on report when not meeting with instructor	<b>Near-complete draft of final report to be presented to instructor for conference session</b>
13	Apr 03 - 09		<b>Team Presentations/Practice sessions</b>	<b>Team Final Report due Apr 07</b>

14	Apr 10 - 14	<b>Team Presentations</b>	<b>Team Presentation Outline due day of presentation</b> <b>Individual Team Reflection Memo due Apr 10</b>
<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 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

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<b>Individual Assessments</b>	<b>Total 75%</b>
▪ Presentation (including outline)	<b>10%</b>
▪ Negative News Message	<b>8%</b>
▪ Persuasive Message	<b>8%</b>
▪ Midterm	<b>23%</b>
▪ D2L Chapter Quizzes	<b>10%</b>
▪ APA/Academic Honesty Lab & Quizzes	<b>4%</b>
▪ In-class Participation and Assignments/Professional Practice/Peer Review	<b>12%</b>
<b>Team Assessments</b>	<b>Total 25%</b>
▪ Team Charter and Project Proposal	<b>5%</b>

▪ Final Team Presentation	10%
▪ Formal Written Report	10%
<b>Course Total</b>	<b>100%</b>

## COURSE GUIDELINES & EXPECTATIONS

Late assignments, if accepted, will be penalized 10% a day for five days, including weekends, and not accepted after that. You must have instructor permission to submit an assignment after the due date. Quizzes and exam dates are firm.

Assignment formatting. The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College citation guides: <http://camosun.ca.libguides.com/apa7>

- Submit all assignments as a Word or pdf document in D2L assignments by your last name/s.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, 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's (2021) policy at: <https://legacy.camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf>.

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.**

## 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 these guidelines 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.

Camosun College School of Business (2016) Academic Honesty Guidelines from: <http://camosun.ca/learn/school/business/current-students/documents/Academic-Honesty-Guidelines.pdf>.

**Deadlines, exams, and assignments.** 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. 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.

**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. See Camosun College (2018) Final Examinations from: <http://camosun.ca/learn/calendar/current/procedures.html#academic>.

## 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/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>

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Support Service	Website
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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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, contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### 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 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](http://camosun.ca/sexual-violence). 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 <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.