

# COURSE SYLLABUS



COURSE TITLE: BUS 130  
CLASS SECTION: 003  
TERM: 2022F  
COURSE CREDITS: 3  
DELIVERY METHOD(S): In-class lecture

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](#).

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-fags-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.

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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: Dr. Siobhan Chandler  
EMAIL: [chandlers2@camosun.ca](mailto:chandlers2@camosun.ca)  
OFFICE: Interurban CBA 266 | Lansdowne Ewing 306  
HOURS: Interurban: Wednesday 4:30- 5:30 pm | Lansdowne Wednesday 10:30 – 11:30 am  
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

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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](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

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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

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**Textbook:** Guffey, M. E., Loewy, D., Griffin, E. (2022). *Business Communication: Process and Product* (7<sup>th</sup> 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 by your instructor in an email sent to you before the start of term and on the course home page in D2L.**

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	
2	Chapter 2: Information flows; Listening & Nonverbal skills, Professionalism Chapter 8: Direct messages	1. Intro Lab (1%) due Wed Sept 14 2. Chapter 1, 2, 8 quizzes due by Friday Sept 16.
3	Chapter 5: Research Skills Chapter 5: Research-writing Skills	1. Direct Message Letter (5%) due Wed Sept 21
4	Chapter 11: APA Chapter 4: Start Writer's Bootcamp	1. Research-lab Quiz (2%) due Wed Sept 28
5	Chapter 5, 6: Writer's Bootcamp	1. DRO 1 (5%) due Wed October 5
6	THANKSGIVING Monday October 10 College is CLOSED Chapter 7: Short Business Messages	1. Chapter 4, 5, 6, 7 quizzes due by Fri October 14
7	Chapter 3: Workplace Diversity Teamwork & Meetings	1. DRO 2 (10%) due Wed October 19
8	Chapter 13: TEAM PROJECT BEGINS Chapter 9: Negative Messages	1. Team Charter & Schedule due Wed Oct 26
9	Chapter 11 & 12: Recommendations, proposals, and document design Chapter 10: Persuasive messages	1. Chapter 3, 9, 10, due Friday November 4 at 11:55 pm.
10	Monday: In-class EXAM Chapter 14: Business Presentations	1. In-class EXAM (25%) is Mon November 7 2. Draft Team Project due Wed November 9
11	TOASTMASTERS guest speaker (attendance counts to participation score) ITP Team Debrief (attendance counts to participation score)	1. ITP Self Evaluation (1%) & Team Debrief (1%) 2. How-to Outline (5%) due Wed November 16
12	Team Project Presentations Begin Individual Presentations	1. Team Project Presentations 2. Final Team Project Report Due Friday November 23
13	Individual Presentations cont.	1. How-to Presentations
14	Individual Presentations (attendance counts to participation score) Course wrap up	1. How-to Presentations

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
<b>INDIVIDUAL ASSESSMENTS</b>	<b>75%</b>
Direct Letter	5%
APA Research Writing <ul style="list-style-type: none"> <li>DRO 1: Problem Paragraph: (5%)</li> <li>DRO2: Solution Paragraph: (10%)</li> </ul>	15%
"How-to" Presentation (10%) plus outline (5%)	15%
Course Exam (includes negative news)	25%
Quizzes	5%
Professional Practice	5%
Intro Lab (1%) Research Lab (3%) ITP Metrics Self Evaluation (1%)	5%
<b>TEAM ASSESSMENTS</b>	<b>25%</b>
TEAM PROJECT: Charter & Schedule (2%); Proposal Letter (5%); Draft Report (7%); Final Report (5%); Final Presentation (5%); ITP Metrics Team Debrief (1%)	25%
<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. <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>	<b>100%</b>

## 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 (7<sup>th</sup> 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 their professional development score (5%) 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 their professional development score (5%). 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 (5%) 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(s) by the posted deadlines will lose 1% of their professional practice score 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 professionalism score).
- II. Please review grades once they are released and address grade queries promptly.

### c) Communication

- I. Students must check D2L email at least once every two days and respond to instructor emails within two days.
- II. Students must subscribe to notifications for the Course Home Page, so they receive important announcements and updates.

### d) Getting Help

- I. Please do not struggle in silence. I am available to support your success. Reach out to me by email. If appropriate we can also schedule a 1-1 virtual meeting.
- II. I will be offering office hours throughout the term. This is a great opportunity to stop by and get your questions answered.
- III. I check email regularly Monday to Friday. I do not answer emails on the weekend.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### 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. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

**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

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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 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	<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>
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>

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](http://camosun.ca/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](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 250-3703841

### 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.