COURSE SYLLABUS

COURSE TITLE: BUS 130: Business Communications

CLASS SECTION: 004

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 W̱SÁNEĆ 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: Brenda Jones, MA, BA, APR

EMAIL: jonesb@camosun.ca

OFFICE: CBA 258

HOURS: Tuesdays 5:30 – 6 p.m.; Wednesdays 9:30 – 10:30 a.m. and 12:30 – 1 p.m.

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:

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 & 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

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 from the publisher (cengage.ca), which is completely optional, you need a student registration URL and a course key to access it and the online materials.

MindTap Student Registration & Navigation Info.
   a. Course Key: **MTPP5R3532QM**
   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
   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.

Other important notes:
   f. Study your eTextbook on your phone with Cengage Read. This mobile app allows you to read, listen, take notes, and highlight your Cengage eTextbook on your smartphone or tablet, online or off. Download the app from the Apple or Android store and login with your Cengage username and password to get started. Here's a video tour of the Cengage Read app - https://www.youtube.com/watch?v=WE2fJhWPejM

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.

Class hours: Wednesdays and Fridays (CBA 214/CBA 211) 10:30 a.m. – 12:20 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 Intro to Course, D2L, and MindTap Activity: About You survey (complete by Jan. 12) Icebreaker activity	Post Intro on Discussion forum (Friday) & comment on 2 classmates' posts (Sunday) **Complete About You survey (Sunday)** **D2L Quiz Ch. 1 (Sunday)**
Week 2 Jan. 15/17	Read Chapters 2 and 3 Intercultural Communication Professionalism: Listening, Nonverbal & Etiquette Skills	Add/WD deadline (Jan. 12) D2L Quiz Ch. 2 & 3 (Sunday) Academic Integrity Course – post badge (Sunday)
Week 3 Jan. 22/24	Read Chapters 7 and 14 Electronic & Digital Media Business Presentations How To Presentations Assigned	Post How-To topic to D2L discussion board (Friday) for instructor approval D2L Quizzes Ch. 7 & 14 (Sunday)
Week 4 Jan. 29/31	Read Chapters 4 and 10 Teams/Group Process & Meetings Planning Business Messages Persuasive Messages	Individual How-To Presentation Outline (Friday) D2L Quizzes Ch. 4 & 10 (Sunday)
Week 5 Feb. 5/7	Read Chapters 5, 6 and 13 (pp. 347 – 351) Organizing, Writing & Revising Messages (self-study)	In-Class Writing Assignment:

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
	Business Proposals Individual Presentations (beginning Feb. 7) Team Formation and Topic Selection Team Charter Assigned	Persuasive Writing (Wednesday) D2L Quizzes Ch. 5 & 6 (Sunday) Team Charter (Sunday)
Week 6 Feb. 12/14	Read Chapter 11 (pp. 282 – 294) and 12 Proposal Writing Informal Business Reports Individual Presentations Primary/Secondary Research APA Style Academic Honesty & Plagiarism Team Project Proposal Assigned Begin group project research	In-Class Writing Assignment: Team Scenario (Wednesday) D2L Quiz Ch. 12 (Sunday) Team Project Proposal (Sunday)
Week 7 Feb. 19/21 Family Day and Reading Break (no classes)		
Week 8 Feb. 26/28	Read Chapter 11 (pp. 295 – 301) and 13 (pp.351 – 372) Individual Presentations Go over graded proposal with instructor (Wednesday's class) Progress Reports Informal Business Reports & Data Analysis Formal Business Reports Team progress report assigned Self/peer evaluations assigned	D2L Quiz Ch. 11 & 13 (Sunday) APA Library Course – post badge (Sunday)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 9 March 5/7	Read Chapter 8 Positive Writing **Individual Presentations** Team Work Block after presentations (Nov. 2)	**Team Progress Report (Sunday)** Mid-Project Self/peer evaluations (Sunday) D2L Quiz Ch. 8 (Sunday)
Week 10 March 12/14	Read Chapter 9 Negative Messages	**In-Class Writing Assignment: Direct Claim (Wednesday)** D2L Quiz Ch. 9 (Sunday)
Week 11 March 19/21	Team Work Block (Friday)	**In-Class Writing Assignment: Negative Writing (Wednesday)**
Week 12 March 26/28	**Team conference sessions** Time for groups to work together on report when not meeting with instructor	**Near-complete draft of final report to be uploaded to D2L by <u>noon</u> the day before your meeting** **Team Final Report (Sunday)**
Week 13 April 2/4	Review of Business Presentations (Chapter 14) Reflective Message Practice sessions to rehearse presentation as a group	
Week 14 April 9/11	**Team Presentations**	Reflective message (Friday) Last day to withdraw without academic penalty (Saturday)
	NO FINAL EXAM	

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES

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

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 Course Completion (Badges)		5%
In-class Participation/Professional Practice/Peer Review		10%
Team Project		
Team Charter (2%) and Project Proposal (3%)		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 policy for more information. http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf

COURSE GUIDELINES & EXPECTATIONS

INSTRUCTORS MAY WANT TO AMEND THIS STATEMENT

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	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	http://camosun.ca/international/
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	http://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 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.
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.