

COURSE SYLLABUS



COURSE TITLE: Business Communications (BUS 130)
CLASS SECTION: 005
TERM: Fall 2022
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](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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

NAME: Cynthia Wrate, MBA
EMAIL: wratec@camosun.ca
OFFICE: CBA 221
HOURS: Mondays 10:30 – 11:30 am or by appointment
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

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

PREREQUISITE(S): One of: C in English 12; C in Camosun Alternative
CO-REQUISITE(S):
EXCLUSION(S):

COURSE LEARNING OUTCOMES / OBJECTIVES

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



Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2022). *Business Communication: Process and Product* (7th 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

MindTap Instant Access: ISBN 9780176910211

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 extra resources provided on MindTap are for extra practice. All assignments and graded work will be done via D2L.

If you buy MindTap, you need a student registration URL and a course key to access it and the online materials. **These are provided below.**

Course Link URL: <https://login.nelsonbrain.com/course/MTPPGVQZLRGH>

Course Key: MTPP-GVQZ-LRGH

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.

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

	Hardcopy New*	Hardcopy Used*	E-Book only (12 months)**	E-Book + 12-month MindTap	Hardcopy + 12-month MindTap*
Cengage.ca	\$98.95	n/a	\$59.95	\$99.95	\$118.95
Camosun College Bookstore	\$102.55	\$77.00	n/a (use publisher's site)	\$99.95	\$123.25

Important notes:

Publisher recommends that students purchase from the Camosun Bookstore rather than the Cengage.ca site to ensure correct version of the textbook. This is also the best option for students taking the course from outside Canada.

*Camosun Bookstore charges \$10 for shipping of hardcopy books in Canada, free pick up, or in store shopping. See Cengage.ca for exact shipping charges if purchasing from publisher site.

**E-Book only option available from Cengage.ca (not Camosun Bookstore).

***Camosun Bookstore charges \$10 for shipping in Canada, free pick up, or in store shopping.

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 or DATE RANGE	DATES	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1	Sept 7		Introduction; D2L MindTap video	Sample D2L Quiz
WEEK 2	Sept 12/14	Ch. 1	Business Communication in the Digital Age	Team Application Letter due Sept. 14
WEEK 3	Sept 19/21	Ch. 14	Business Presentations	Individual Presentation Outline due Sept. 26 Quiz Ch. 1 due by Sept 21

WEEK 4	Sept 26/28	Ch. 2	Professionalism	Quiz Ch. 14 due Sept 30 Stat holiday "National Day for Truth and Reconciliation" Fri. Sept 30
WEEK or DATE RANGE	DATES	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 5	Oct 3/4	Ch. 4	Planning Business Messages	Individual Presentations (Mon & W) Quiz Ch. 2 due Oct 6
WEEK 6	Oct 12	D2L Self-Study Units	Academic Honesty & Plagiarism APA sample exercises	Mon. Oct 11: Thanksgiving Individual Presentations (Wed)
WEEK 7	Oct 17/19	Ch. 5 & 6	Organizing and Drafting Business Messages Revising Business Messages	Team Project Proposal and Charter due Oct 21 Quiz Ch. 4 due Oct 21
WEEK 8	Oct 24/26	Ch. 11 & 12	Informal Business Reports & Data Analysis In-Class Writing Assignment #1 (Wed) – Due Oct. 28	Prepare for Midterm Exam Quiz Ch. 5 & 6 due Oct 28 Ch. 11 & 12 due Oct 31
WEEK 9	Oct 13/ Nov 2	Ch. 13	Progress Reports Formal Business Reports Midterm Exam – Chs. 1-2; 4-6; 11,12 & 14	MIDTERM: NOV 2 Team Progress Memo due Nov 4
WEEK 10	Nov 7/9	Ch. 7 & 8	Short Workplace Messages Positive Messages	Quiz Ch. 13 due Nov. 8 Fri. Nov. 11 Remembrance Day
WEEK 11	Nov 14/16	Ch. 9	Negative Messages Work on team project	Quiz Ch. 7 & 8 due Nov 18 Team Presentation Outline due
WEEK 12	Nov 21/23	Ch 10	Team Presentations Persuasive and Sales Messages	Team Final Report due Nov 21 Quiz Ch. 9 due Nov 25
WEEK 13	Nov 28/30		Team Presentations Intercultural Communication	Quiz Ch. 10 due Dec. 2
WEEK 14	Dec 5/6	Ch. 3	In-Class Writing Assignment #2 (Wed) – Due Dec. 8	Quiz Ch. 3 due Dec. 9 Dec 9 Final Day of Classes
EXAM WEEK			NO Final Exam for BUS 130	

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 ASSIGNMENTS	30%
Individual Presentation Outline (5%)	
Individual Presentation (5%)	
Individual Written Assignment 1 (10%) (Negative Message)	
Individual Written Assignment 2 (10%) (Persuasive Message)	
QUIZZES	20%
Labs: e.g., Intro; Research (2%)	
APA and Academic Integrity Quizzes (3%)	
D2L Chapter Quizzes (15%)	
MIDTERM	15%
MC D2L Exam (10%)	
Written component – Direct Message (5%)	
PROFESSIONALISM/PARTICIPATION/ATTENDANCE	10%
TEAM ASSIGNMENT	25%
Charter (2%)	
Proposal (3%)	
Progress Report/Presentation (5%)	
Final Written Report (10%)	
Final 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

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 (7th 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. The instructor can remove students from a team for non-performance or failure to meet the agreements laid out in their team charter at their discretion. While every effort is made to ensure fairness by speaking to students before removing them from a team, students who do not respond to instructor requests for such a meeting within 48 hours will be removed without a consultation.
- II. Students who are removed from their team will lose their professional development score and will be required to do a make-up assignment of the equivalent grade value at the discretion of the instructor.
- III. Students who do not complete either the midpoint and/or final ITP Metrics Peer Evaluation(s) by the posted deadlines will lose 1% each of their professional practice score because of the inconvenience this causes the instructor and team.

b) Grades

- I. Students are responsible for checking their grades for accuracy and completeness within seven days of release (ONE day for final grades). Any discrepancies, questions, or requests for re-assessment must be brought to the instructor during this time frame. Assignment reassessments and grade changes beyond these time frames are at the discretion of the instructor.
- II. 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).

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.

SCHOOL OR DEPARTMENTAL INFORMATION

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 with the exception of 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 circumstances 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

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	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

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/services/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. 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 <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.