

COURSE SYLLABUS



COURSE TITLE: **Business Communications**

CLASS SECTION: 08

TERM: Winter 2022

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture, 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: Melissa McLean, MEd, MBA

EMAIL: mcleanm@camosun.bc.ca

OFFICE: CBA 231-C

HOURS: Tuesdays from 12:30 pm – 1:20 pm, or 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

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.

PREREQUISITES

One of:

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

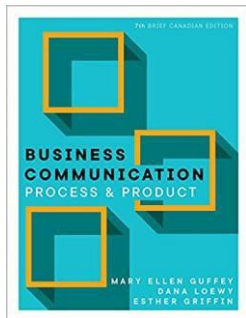
CO-REQUISITE(S): None

EXCLUSION(S): None

Upon successful completion of BUS 130, students will be able to:

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 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 AND RECOMMENDED PREPARATION / INFORMATION



Textbook: Guffey, M. E., Loewy, D., & Griffin, E. (2022). *Business Communication: Process and Product* (7th Canadian ed.). Nelson Education Ltd.

ISBN-10: 0176910182; ISBN-13: 978-0176910181

The Camosun Bookstore sells new and used hard copies of the text, as well as a digital learning resource called **MindTap**. MindTap includes an e-text as well as a range of other useful resources such as videos, textbook chapter reviews, self-quizzes, etc. (Please note that you are **not** required to purchase

MindTap unless you wish to access the e-text throughout the term.)

Students who purchase MindTap will need a student registration URL and a course key to the site. Our section's unique URL is: <https://login.nelsonbrain.com/course/MTPN77CQCJ8G> and our course key is: MTPN-77CQ-CJ8G

A hard copy of the text is on reserve in the library on both Camosun campuses.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITIES / EVALUATION

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

Unless otherwise noted, assignments and activities are due at 11:59 pm (Victoria, BC time)

WEEK	TOPIC	READINGS	ASSIGNMENTS
Week One Jan. 10 - 16	Course overview Introduction to Business Communications	Ch. 1	Orientation Quiz due Sun., Jan. 16
Week Two Jan. 17 - 23	Non-verbal communication skills and listening skills Intercultural communications	Ch. 2 (pp. 47 – 56) Ch. 3	Activity One (A): Self-Introduction due in the Discussions area of D2L by Mon., Jan. 17
Week Three Jan. 24 - 30	Planning business messages Direct messages	Ch. 4 Ch. 8	Activity One (B): Self-Introduction responses due in the Discussions area of D2L by Mon., Jan. 24 Quiz One (Ch. 1 & 3) due Sun., Jan 30
Week Four Jan. 31 – Feb. 6	Organizing drafting and revising messages Team Project: Teams formed in class this week	Ch. 5 Ch. 6	Direct Message due Thurs., Feb. 3 at start of class (hard copy) Quiz Two (Ch. 4 & 8) due Sun., Feb. 6
Week Five Feb. 7 - 13	Writing business proposals Project, meeting, and team building skills	Ch. 13 (pp. 347- 353) Ch. 2 (pp. 36-45)	Quiz Three (Ch. 5 & 6) due Sun., Feb. 13
Week Six Feb. 14 - 20	Informal Business Reports Formal Business Reports	Ch. 12 Ch. 13 (p. 353- 374)	Team Project: Team Charter and Proposal due Thurs., Feb. 17 at start of class (hard copy)
Week Seven Feb. 21 - 27	Reading Break (No classes this week)		
Week Eight Feb. 28 – Mar. 6	Academic Integrity and APA 7 Reporting in the Workplace Business Presentations	Ch. 11 Ch. 14	Academic Integrity and APA 7 module due Sat., Mar. 5 Quiz Four (Ch. 2, 12 & 13) due Sun., Mar. 6
Week Nine Mar. 7 - 13	Business Presentations Indirect Messages	Ch. 14 Ch. 9	Team Project: Progress Report (email) and Self /Peer Evaluation One due Thurs., Mar. 10 (Individual assignment) “How to” Presentation outline due Sun., Mar. 13
Week Ten Mar. 14 - 20	Digital Marketing Messages “How to” Presentations delivered in class	Ch. 7	Indirect Message due Thurs., Mar. 17 at start of class (hard copy) Quiz Five (Ch. 11 & 14) due Sun., Mar. 20
Week Eleven Mar. 21 - 27	Persuasive Messages “How to” Presentations delivered in class	Ch. 10	Digital marketing message due Thurs., Mar. 24 Quiz Six (Ch. 7 & 9) due Sun., Mar. 27
Week Twelve Mar. 28 – Apr. 3	Reflective Writing “How to” Presentations delivered in class	Assigned reading	Persuasive Message due Thurs., Mar. 31 at start of class (hard copy) Quiz Seven (Ch. 10) due Sun., Apr. 3
Week Thirteen Apr. 4 - 10	Team Project work time		Reflective Writing assignment due Sun., Apr. 10
Week Fourteen Apr. 11 - 15	Team Project Presentations Course wrap up		Team Project: Written report due Tues., Apr. 12 at start of class (hard copy and D2L) Team Presentations take place in class Tues., Apr. 12 and Thurs., Apr. 14 Team Presentation Slides due Thurs., Apr. 14 Team Project: Individual Contribution form and Self and Peer Evaluation Two due Fri., Apr. 15

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 advance 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
Written Business Messages Direct Message (6%) Digital Marketing Message (6%) Indirect Message (6%) Persuasive Message (6%) Reflective Writing Assignment (6%)	30%
Individual Oral Presentation "How to" Presentation Outline (5%) Oral Presentation (10%)	15%
Research and Referencing Academic Integrity and APA Modules (5%)	5%
Quizzes D2L Textbook Chapter Quizzes (Best six of seven quizzes)	15%
Team Project Team Charter and Project Proposal (5%) (Team) Formal Written Report (10% - 5% Team and 5% Individual) Progress Report (Email) (5%) Team Presentation (5%) Self and Peer Evaluations (Individual) (Two at 2.5% each)	30%
Class Activities Class Activities (As assigned in class)	5%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please contact 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 AND EXPECTATIONS

Late Policy

- You must submit assignments by the due date. A grade of zero is assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm exam, or final exam.
- 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 are documented in writing, and the reason accepted by the instructor. Advise your instructor of your situation promptly.

Assignment Formatting

- The School of Business uses APA 7 style for formatting assignments and citing references. Proper citations and formatting using APA 7 style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <https://camosun.libguides.com/apa7>
- Save your assignment files in Word format only (**not PDF**) and upload your assignments to D2L or as otherwise directed. If an instructor cannot open your file or if you have uploaded an incorrect file, you will receive a grade of zero.
- In-text citations for quotes, paraphrasing, and references must be consistent with APA 7 standards.
- Grammar, spelling, style and APA 7 formatting, citations and referencing will be assessed as part of your assignment grade.
- 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 collaborated work (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy, viewable here:

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf>

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/

Support Service	Website
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](#) (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 250-3703841

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.

(Rev. Jan 11 2022)