

COURSE SYLLABUS



COURSE TITLE:	Business 130 – Business Communications
CLASS SECTION:	013
TERM:	FALL 2023
COURSE CREDITS:	3
DELIVERY METHOD(S):	Face-to-face lecture; exams in computer lab. Tuesday (CBA 282) & Thursday (CBA 211) 10:30 to 12:20

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](#).

Mandatory Attendance for First Class Meeting of Each Course

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:	Louisa Marziali
EMAIL:	marzialil@Camosun.ca
OFFICE:	CBA 228
HOURS:	TBA – online 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

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.

https://calendar.camosun.ca/preview_course_nopop.php?catoid=23&coid=40625

PREREQUISITE(S): One of: C in English 12; C in Camosun Alternative

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

The text is available from the Camosun College Bookstore in hard copy or e-text. Hard copies of the text are on reserve in the library on both Camosun campuses.

If you buy MindTap (OPTIONAL), you need **the student registration URL and the course key:**

Course Link URL: <https://login.nelsonbrain.com/course/MTPN-PD53-3RNQ>

Course Key: MTPN-PD53-3RNQ

Important notes:

- The publisher recommends you purchase from the Camosun Bookstore rather than the Cengage.ca site to ensure you get the correct version of the textbook.
- 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.

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 & DATE of CLASS	ACTIVITY or TOPIC/Readings	ASSIGNMENTS & NOTES
Week 1 (Sept. 5 & 7)	<ul style="list-style-type: none"> • Course Overview • Chapter 1 – Business Communication 	D2L Quiz: Ch 1 – closes Sept. 17
Week 2 (Sept. 12 & 14)	<ul style="list-style-type: none"> • Chapter 2 (pp. 47-56) – Listening & Non-verbal skills • Chapter 3 – Intercultural Communication 	D2L Quizzes: Chs 2, 3 – close Sept. 17
Week 3 (Sept. 19 & 21)	<ul style="list-style-type: none"> • Chapter 7 – Short Messages & Digital Media • Chapter 14 – Business Presentations 	D2L Quizzes: Chs 7, 14 – close Sept. 24 Presentation Topic & Order (in-class)
Week 4 (Sept. 26 & 28)	<ul style="list-style-type: none"> • Chapter 4 (pp. 89-92) – Planning Business Messages • Chapter 10 – Persuasive Messages • Communication Styles Inventory 	In-Class Writing Assignment – Persuasive Writing D2L Quiz: Ch 10 – closes Oct. 1 How to Presentation outline – due Oct. 1
Week 5 (Oct. 3 & 5)	<ul style="list-style-type: none"> • Individual Presentations – Group 1 • Chapter 13 (pp. 347-351) – Writing Business Proposals • Team Project Assignment Intro & teams 	Self Study: Chapter 5 – Organizing and Drafting Messages & Chapter 6 – Revising Messages D2L Quizzes: Chs 5, 6 – close Oct. 8
Week 6 (Oct. 10 & 12)	<ul style="list-style-type: none"> • Individual Presentations – Group 2 • Chapter 2 (pp. 34-47) – Team & Meeting Skills • Chapter 11 (pp. 282-297) – Primary & Secondary Research • Academic Integrity & APA 	Team Charter due Oct. 9 D2L Quizzes: Academic Integrity, APA – close Oct. 15
Week 7 (Oct. 17 & 19)	<ul style="list-style-type: none"> • Individual Presentations – Group 3 • Midterm Review • CamSTAR Stories 	Team Project Proposal – due Oct. 22
Week 8 (Oct. 24 & 26)	<ul style="list-style-type: none"> • Individual Presentations – Group 3 • Chapter 11 (pp. 297-304) – Creating Effective Graphics • Chapter 12 – Informal Business Reports and Data Analysis 	Midterm Exam (in class Oct. 24) D2L Quiz: Ch11 – closes Oct. 29
Week 9 (Oct. 31 & Nov. 2)	<ul style="list-style-type: none"> • Chapter 8 – Positive Messages • Chapter 12 (pp. 326-27) – Activity Reports • Team Project – Informal Progress Report • Self & Peer Evaluations 	D2L Quizzes: Chs 8, 12 – close Nov. 5
Week 10 (Nov. 7 & 9)	<ul style="list-style-type: none"> • Team Project Preparation / Writing • Chapter 13 (pp. 351-366) – Formal Business Reports 	Mid-Project Self & Peer Evaluations due Nov. 5 D2L Quiz: Ch 13 – closes Nov. 12
Week 11 (Nov. 14 & 16)	<ul style="list-style-type: none"> • Chapter 9 – Negative Messages • Work on Team Project • Team Presentation Outline 	In-Class Writing Assignment – Negative Message D2L Quiz: Ch 9 – closes Nov. 19
Week 12 (Nov. 21 & 23)	<ul style="list-style-type: none"> • Team/Instructor meetings – present (near-complete) final report • Time for groups to work further on report 	Final Report (near complete draft) – present to instructor in booked class time
Week 13 (Nov. 28 & 30)	<ul style="list-style-type: none"> • Cross-team editing in class • Team Presentation Preparation 	Team Project Final Report – due Dec. 3 D2L Quiz: Ch 10 – closes Oct. 1 Presentation Final Slides – due Dec. 3

WEEK & DATE of CLASS	ACTIVITY or TOPIC/Readings	ASSIGNMENTS & NOTES
Week 14 (Dec. 5 & 7)	<ul style="list-style-type: none"> Team Project Presentations 	Team Presentation hardcopy Outline due day of presentation CamSTAR Story due
Exam Period Dec. 11 to 19	This course has no final exam.	

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 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

Individual Assessments (75%)	
▪ Presentation (including outline)	10%
▪ Negative News Message	8%
▪ Persuasive Message	8%
▪ Midterm	23%
▪ D2L Chapter Quizzes	10%
▪ APA/Academic Honesty Lab & Quizzes	4%
▪ In-class Participation and Assignments/Professional Practice/Peer Review	12%
Team Assessments (25%)	
▪ Team Charter and Project Proposal	5%
▪ Final Team Presentation	10%
▪ Formal Written Report	10%
Course Total	100%

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>.

Academic integrity. 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](#)

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

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 (2018) 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.

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

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 camosun.ca/services.

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	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	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 <https://camosun.ca/sites/default/files/2023-02/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 policy](#)). Please visit <https://camosun.ca/services/forms#medical> 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: <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.