

# COURSE SYLLABUS



COURSE TITLE:	BUSINESS COMMUNICATIONS
CLASS SECTION:	BUS 130 D03
TERM:	SUMMER 2024
COURSE CREDITS:	3
DELIVERY METHOD(S):	ONLINE, asynchronous

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](#).

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## INSTRUCTOR DETAILS

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NAME:	PATRICIA GAUDREULT
EMAIL:	gaudreaultp@camosun.ca
OFFICE:	online only
HOURS:	online and 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.*

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## 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.

PREREQUISITE(S):	one of: C in English 12 or C in Camosun Alternative
CO-REQUISITE(S):	N/A
EQUIVALENCIES:	N/A

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## 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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##### REQUIRED MATERIALS:

Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2019). Business Communication: Process and Product (7th Canadian ed.). Toronto, ON: Nelson Education Ltd.  
 Print Edition ISBN: 9780176910181 MindTap ISBN: 9780176910204

The textbook is available in both paper copy and electronic (e-text) format. It can be purchased through:

- Camosun Bookstore ([www.camosuncollegebookstore.ca](http://www.camosuncollegebookstore.ca)) has limited opening hours, and is also accepting online textbook orders for shipment to your home or on-campus pick-up. Access codes and e-texts are also available for purchase through the bookstore.
- Cengage Learning ([www.cengage.ca](http://www.cengage.ca)) sells both paper copy and e-texts.

You may have the option to purchase this text bundled with an additional digital resource called MindTap. MindTap includes the e-text plus a range of useful resources such as videos, chapter reviews, self-quizzes, etc. Students are **\*not\*** required to purchase MindTap, but may find it a useful resource – particularly if you are already planning to use the e-text. Students who purchase MindTap will need a student registration URL and a course key to access the site.

If you buy MindTap, you need a student registration URL and a course key to access it and the online Materials as follows:

Course Link URL: <https://student.cengage.com/course-link/MTPN4JP39V4M>

Course Link Instructions: Print instructions

Course Key: MTPN-4JP3-9V4M

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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This course will run from Monday, May 6, 2024 to Saturday, August 10, 2024 in a fully online and asynchronous format. There are no live scheduled lectures. There is no final exam.

The Course week will run from Monday to Sunday, and will include a combination of individual readings and activities, quizzes, group discussion forums and individual and group assignments.

Due dates for assignments, quizzes and discussion forum posts are provided in D2L. (Pacific time)

All online materials will be available from the course D2L site at <https://online.camosun.ca/d2l/home/286454>

Please see the table below for a comprehensive list of chapter readings, assignment due dates, and other information. Please note that this schedule is intended as a guide only and is subject to periodic revision at the discretion of the instructor.

WEEK or DATE RANGE	TOPIC	ASSIGNED READING	ASSIGNMENT DUE DATES	REQUIRED ACTIVITIES
WK 1: May 6 – 12	Introduction	D2L content	Academic honesty and APA quizzes due May 12	Week 1 discussion forum (introduce yourself) due Thursday, May 9  Introductory activity due May 12
WK 2: May 13 - 19	Business communication in the digital age	Chapter 1	Team application letter due May 19	
WK 3: May 21 – 26 Note: Monday, May 20 is a statutory holiday	Business presentations	Chapter 14	Individual presentation online due May 20  Chapter 1 quiz due May 20	Week 3 discussion forum (effective presentations)
WK 4: May 27 – Jun 2	Professionalism	Chapter 2	Individual presentation assignment due June 2  Chapter 14 quiz due June 2	Week 4 discussion forum (better conversations)  Connect with your team for the team project assignment  Submit your individual minutes from the required team project meeting one by June 2

WK 5: Jun 3 – 9	Planning business messages	Chapter 4	Individual presentation self evaluation due June 9 Chapter 2 quiz due June 9	Submit your individual minutes from the required team project meeting two by June 9
WK 6: Jun 10 - 16	Organizing and drafting Business Messages  Revising Business Messages	Chapters 5 and 6	Team Charter and Project Proposal due June 16  Chapter 4 Quiz due June 16	Submit your individual minutes from the required team project meeting three by June 16
WK 7: Jun 17 - 23	Work with your team on Team Project assignments			
WK 8: Jun 24 - 30	Reporting in the Workplace  Informal Business Reports	Chapters 11 and 12	Team Project Progress memo due June 30	
WK 9: July 2 – 7 Note: stat: July 1 <sup>st</sup>	Formal Business Reports	Chapter 13	Chapters 11 and 12 Quizzes due July 7	
WK 10: July 8 – 14	Short Workplace Messages  Positive Messages	Chapters 7 and 8	Chapter 13 Quiz due July 14	
WK 11: July 15 - 21	Negative Messages	Chapter 9	Chapter 7 and 8 Quizzes due July 21	Week 11 Discussion Forum (Delivering Negative News)
WK 12: July 22 - 28	Persuasive and Sales Messages	Chapter 10	Team Project Final Written Report due July 28  Chapter 9 Quiz due July 28	
WK 13: July 29 – August 4	Intercultural Communication	Chapter 3	Negative Letter Assignment due August 4  Chapter 10 and 3 Quiz due August 4	Week 13 Team Project Reflection Discussion Forum
WK 14: August 6 – 10 Note; Aug 5 is a stat, Aug 10 is the final day of this course			Persuasive Email assignment due Saturday, August 10	

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. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams)

## EVALUATION OF LEARNING

Individual Assessments		75%	
Individual Presentation <ul style="list-style-type: none"> <li>• Outline</li> <li>• Presentation</li> </ul>	15%		
Writing Assignments <ul style="list-style-type: none"> <li>• Negative letter</li> <li>• Persuasive email</li> </ul>	20%		
Quizzes <ul style="list-style-type: none"> <li>• D2L Chapter Quizzes</li> <li>• APA Quizzes</li> </ul>	20%		
Professionalism and Participation <ul style="list-style-type: none"> <li>• Individual Activities: <ul style="list-style-type: none"> <li>○ Week 1 Introductory Activity</li> <li>○ Week 2 Team Application Letter</li> <li>○ Team Project Meeting Minutes (Weeks 4, 5, and 6)</li> <li>○ Week 5 Individual Presentation Self Evaluation</li> </ul> </li> <li>• Discussion Forum Engagement <ul style="list-style-type: none"> <li>○ Week 1 Introductions</li> <li>○ Week 3: Effective Presentations</li> <li>○ Week 4: Better Conversations</li> <li>○ Week 11: Negative News discussion</li> <li>○ Week 13: Team Project Reflection</li> </ul> </li> </ul>	20%		
Team Assessments			25%
<ul style="list-style-type: none"> <li>• Team Charter and Project Proposal</li> <li>• Team Progress Report</li> <li>• Team Project Final Report</li> </ul>			
Course Total		100%	
<b>Note: there is no final exam during the exam period for this course.</b>			
If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the <a href="#">Grade Review and Appeals</a> policy for more information. <a href="https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf">https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf</a>			

## COURSE GUIDELINES & EXPECTATIONS

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

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.

#### SCHOOL OR DEPARTMENTAL INFORMATION

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This course is delivered by the Marketing department of the School of Business.

#### 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 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](https://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="https://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="https://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>
Counselling	<a href="https://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="https://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="https://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</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 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](https://camosun.ca/services/sexual-violence-support-and-education). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.