

School of Business Course Outline
Marketing Department

BUS 130 – Business Communication Skills
Section: D05 Term: Winter 2022



Camosun College (2018) Calendar Description retrieved from:
<http://camosun.ca/learn/calendar/current/web/bus.html>

Course Description (3 Credits)

This course will assist learners to develop effective business skills in oral presentations, written correspondence, and team work. Learners will develop the ability to analyze their audience and message purpose in the creation and delivery of all business communication.

□ Please note: This outline will not be kept indefinitely. We recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

1. Instructor Information

(a) Instructor	Dr. Remillard
(b) Office hours	By appointment
(c) Location	NA
(d) Phone	NA
(e) E-mail address	remillardc@camosun.bc.ca
(f) Website	https://online.camosun.ca/d2l/home

2. Intended Learning Outcomes

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

3. Required Materials

Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2019). *Business Communication: Process and Product* (6th Canadian ed.). Toronto, ON: Nelson Education Ltd. ISBN-10: 0-17-672125-8; ISBN-13: 978-0-17-672125-1

Students may purchase a hard copy of the text, or they may purchase MindTap, which includes the e-text either by using a Canadian credit card, or via the Camosun Bookstore.

If you buy MindTap, you need a student registration URL and a course key to access it and the online materials. This code is MTPN-NHDQ-CHH5

Note: This is a new version of the text this year, so it is not recommended that you purchase a used text. If you do have an earlier version, it is your responsibility to find all relevant pages and information.

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

	Hardcopy New+	Hardcopy Used	E-text only (4 months)	E-text + 12-month MindTap	Hardcopy + 12-month MindTap
Nelson website *	\$99.95 **	n/a	\$59.95	\$99.95	\$119.95
Camosun e-Bookstore	\$103.60***	n/a	n/a (use Nelson site)	\$99.95	\$124.30

* students need valid Canadian credit card to purchase from Nelson site

**students have access to e-text while textbook ships

** may offer free shipping; will be confirmed by the end of July (check website)

+prices may vary

4. Course Content and Schedule

Please see D2L.

Schedule is subject to change at the discretion of the instructor.

5. Basis of Student Assessment (Weighting)

Assessment	Course %
Individual Assignments: <ul style="list-style-type: none">• D2L Quizzes• Labs & Class Activities (must be present in class)• Oral Presentation• Written Messages	16 11 10 18
Mid Term Test	15
Team Assignments: <ul style="list-style-type: none">• Team Project: (includes Report (20%) and Presentation (10%))	30
Total	100%

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/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotations, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards 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 Student Conduct Policy. See Camosun College (2003) Student Conduct Policy from: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf>.

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 \(CfAL\)](#) should discuss timelines with their instructors at the beginning of each semester.

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 **College Policies.**

Student Absences from this Course – COVID-19 Update

Camosun is committed to protecting the health and safety of all of our students and employees. At this time, the college has waived the requirement for a doctor's note for students who are required to self-isolate. If you are feeling unwell and unable to participate in class due to illness, you should contact your instructor to discuss your options. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

Academic Progress: Students are ultimately responsible for their learning and progress and are expected to seek help in a timely manner when they are unable to meet the course requirements.

The College is committed to supporting student success and to working with students in achieving their educational goals. See Camosun College (2005) Academic Progress Policy from:

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf>.

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>.

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.

- ❑ See Camosun College (2021) [Academic Integrity Policy](#): “Students’ Rights and Responsibilities”.

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.

6. Recommended Materials/Resources to Assist Students to Succeed Throughout the Course

[Camosun Learning Skills page](#) and [Camosun Learning Skills Guides](#)

[Camosun Writing Centres: Tools and Resources](#)

[APA 7th Edition Workbook](#)

[Purdue Online Writing Lab \(OWL\)](#)

[SFU Essay Assignment Calculator](#) (Camosun's [Time Management guide](#) also links to this page)

7. College Supports, Services and Policies



Immediate, Urgent, or Emergency Support. If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP.** Resources and contacts are available:

See Camosun College (2018) Counselling Centre from:

<http://camosun.ca/services/counselling-centre/>.

See Camosun College (2018) Student Mental Health & Well Being Strategy, Emergency

Support from: <http://camosun.ca/about/mental-health/emergency.html>.

See Camosun College (2018) Sexual Violence Support and Education from:

<http://camosun.ca/services/sexual-violence/index.html>.

College Services. Camosun offers a variety of health and academic support services, including dental, Centre for Accessible Learning, Help Centre, Learning Skills, Sexual Violence Support & Education, Library, and Writing Centre. For more information on each of these services, see Camosun College (2018) Student Services from: <http://camosun.ca/services/>.

College Policies. Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of college policies. Education and academic policies include, but are not limited to: Academic Integrity, Academic Progress, Admission, Course Withdrawals, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate Withdrawal, Sexual Violence and Misconduct, Student Appeals, Student Conduct, and Student Penalties and Fines. See Camosun College (2018) Policies from: <http://camosun.ca/about/policies/>.

Grading System. Standard grading system (GPA). See Camosun College (2019) Grading from:

<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Percentage	Grade	Description	Grade Point Equivalency
90-100	A+		9
85-89	A		8
80-84	A-		7
77-79	B+		6
73-76	B		5
70-72	B-		4
65-69	C+		3
60-64	C		2
50-59	D	Minimum level of achievement for which credit is granted; a course with a “D” grade cannot be used as a prerequisite.	1
0-49	F	Minimum level has not been achieved.	0

Employment Opportunities. Job positions for Co-op work terms, non-Co-op work terms, and full-time employment are posted on Camosun’s employment website. See Camosun College (2018) Co-op and Career Portal from: <https://educationthatworks.camosun.ca/>.