

COURSE SYLLABUS



COURSE TITLE: BUS 130: Business Communications

CLASS SECTION: D05

TERM: Winter 2025

COURSE CREDITS: 3

DELIVERY METHOD(S): online asynchronous

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̓SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

This section of BUS 130 requires mandatory participation in the Week 1 Discussion Forum by January 9, 2025 at 11:59 p.m.. If you do not post in this forum, 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: Susan Tinker

EMAIL: Tinkers@camosun.bc.ca

OFFICE: online only

HOURS: 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

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.

PREREQUISITE(S): C in English 12 or C in Camosun Alternative

COURSE LEARNING OUTCOMES / OBJECTIVES

By the end of this course, the successful student will be able to:

Communicate professionally and effectively in written, spoken and visual form within a business context:

- Conduct an audience analysis; determine the message purpose; choose the most appropriate communication channel; and develop the message accordingly.
- Deliver effective oral presentations.
- Write and format standard business correspondence for use with a variety of distribution channels
- Use appropriate business tone and approaches in communications (direct/indirect)
- Analyze appropriate use of emerging technologies
- Evaluate the quality of oral and written business communication by selfassessment and peer review

Demonstrate the ability to work effectively in a team to collaboratively compile and present a research-based project:

- Demonstrate interpersonal and intercultural communication skills needed to work in diverse contexts
- Clearly identify the business problem, analyze the data, synthesize the results and present clear, realistic conclusions and recommendations in written and oral form
- Identify reliable and credible sources for secondary and primary research, and cite, reference and format assignments following the APA style

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Textbook: Guffey, M. E., Loewy, D., Griffin, E. (2021). *Business Communication: Process and Product* (7th Canadian ed.). Toronto, ON: Cengage Learning Ltd. ISBN-10: 0-17-691018-2; ISBN-13: 978-0-17-691018-2

Students may purchase a hard copy of the text, OR they may purchase an online version with or without MindTap, an optional online product which includes the e-text. You may purchase MindTap either from the Cengage website with a Canadian credit card, or via the Camosun College Bookstore. We will not be using MindTap in this course, but it is a helpful tool for improving your writing and communication skills.

If you buy MindTap, which is completely optional, you need a student registration URL and a course key to access it and the online materials.

Course Link URL: <https://student.cengage.com/course-link/MTPP7JN37LHW>

Course Link Instructions: [Print instructions](#)

Course Key: MTPN-6985-5QDX

Note: If you have an earlier version of the text, it is your responsibility to find all relevant pages and information.

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

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

Class hours: this course is online and asynchronous. There are no regularly scheduled live classes.

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

Week	Dates	Topic	Assigned Readings	Assignment Due Dates	Required Activities
1	January 6 - 11	Introduction	D2L Content		Week 1 Discussion Forum (Introduce Yourself) due

		Business Communication in the Digital Age	Chapter 1		<p>on Thursday, January 9, 2025</p> <p>Complete About You Introductory Survey. Due January 11, 2025</p> <p>Optional: Attend Live via Zoom Introductory Session, Friday, January 10 @ 3 p.m.</p>
2	January 12 - 18	Professionalism Intercultural Communications	Chapter 2 Chapter 3	<p>Academic Honesty and APA quizzes due on January 18, 2025</p> <p>Chapter 1 Quiz (recommended due date January 18, 2025)</p>	Week 2 Better Conversations Discussion Forum. Due January 18, 2025
3	January 19 - 25	Business Presentations	Chapter 14	<p>Submit Elevator Pitch Script assignment. Due January 25, 2025</p> <p>Chapter 2 and 3 Quizzes (recommended due date January 25, 2025)</p>	Week 3 Discussion Forum: Effective Presentations (due January 25, 2025)
4	January 26 – February 1	Planning Business Messages	Chapter 4	Chapter 14 Quiz (recommended due date February 1, 2025)	<p>Teams are formed this week.</p> <p>Week 4 Discussion Forum (Connect with your Team) Due on February 1, 2025</p> <p>Post your Elevator Pitch practice video to Week 5 Discussion Forum. Due on February 1, 2025.</p>

					Optional: Attend Live via Zoom Team Project Overview Session, Friday, January 31 @ 3 p.m.
5	February 2 - 8	Organizing and Drafting Business Messages Revising Business Messages	Chapter 5 Chapter 6	Chapter 4 Quiz (recommended due date February 8, 2025) Hold Team Meeting One and submit individual minutes from Team Project Meeting One by February 8, 2025	Week 5 Discussion Forum (Elevator Pitch Feedback). Due February 8, 2025
6	February 9 - 15	Short Workplace Messages Positive Messages	Chapter 7 Chapter 8	Elevator Pitch Presentation (video) due February 15, 2025 Elevator Pitch Self Evaluation due February 15, 2025 Hold Team Meeting Two and submit individual minutes from Team Project Meeting Two by February 15, 2025 Chapter 5 and 6 Quiz (recommended due date February 15, 2025)	
7	February 16 – 22				February 17 – 21 Reading Break
8	February 23 – March 1	Informal Business Reports Reporting in the Workplace	Chapter 11 Chapter 12	Team Charter and Project Proposal due March 1, 2025 Chapter 7 and 8 Quizzes (recommended	Schedule your Week 9 Required Team Check-in Meeting with Instructor

				due date March 1, 2025	
9	March 2 - 8	Formal Business Reports	Chapter 13	Individual Research due March 8, 2025 Chapter 11 and 12 Quizzes (recommended due date March 8, 2025)	Week 9 Required Team Check-in Meeting with Instructor
10	March 9 - 15	Negative Messages	Chapter 9	Team Project Progress Memo due March 15, 2025 Chapter 13 Quiz (recommended due date March 15, 2025)	Week 10 Discussion Forum (Delivering Negative News) Due March 15, 2025
11	March 16 - 22	Persuasive Messages	Chapter 10	Direct Claim Letter Assignment due March 22, 2025 Hold Team Project Meeting Three and submit individual minutes from Team Project Meeting Three by March 22, 2025 Chapter 9 Quiz (recommended due date March 22, 2025)	
12	March 23 - 29			Submit Team Project draft report (due March 29, 2025) Chapter 10 Quiz (recommended due date March 29, 2025)	Schedule your Week 13 Required Team Check-in Meeting with Instructor

13	March 30 – April 5			Persuasive Email assignment due April 5, 2025 *Note All chapter quizzes due on April 5, 2025.	Week 13 Team Meeting with instructor to review draft report
14	April 6 – April 12			Team Project Final Report due April 12, 2025	
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 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

ASSIGNMENT	PERCENTAGE OF MARK
<u>Individual Assessments (75%)</u>	
<ul style="list-style-type: none"> Elevator Pitch Presentation <ul style="list-style-type: none"> Outline (5) Elevator Pitch Peer Evaluation Discussion Forum (5) Presentation (5) 	15%
<ul style="list-style-type: none"> Writing Assignments <ul style="list-style-type: none"> Individual Research Direct Claim Letter Persuasive Email 	25%
<ul style="list-style-type: none"> D2L Chapter Quizzes APA Quizzes (Badges) 	20%
<ul style="list-style-type: none"> Professionalism and Participation <ul style="list-style-type: none"> Individual Activities: <ul style="list-style-type: none"> Introductory Survey Team Project Meeting Minutes (Meetings 1, 2 and 3) Individual Presentation Self Evaluation Week 9: Team Project Check in Meeting (Zoom) Week 13: Team Project Draft Review Meeting 	15%

<ul style="list-style-type: none"> ○ Discussion Forum Engagement <ul style="list-style-type: none"> ▪ Week 1 Introductions ▪ Week 2: Professionalism and Intercultural Communication ▪ Week 3: Effective Presentations ▪ Week 4 Team Project Introductions ▪ Week 10: Negative News 	
<u>Team Assessments (25%)</u> Team Charter and Project Proposal (7.5) Team Progress Report (5) Team Project Final Report (12.5)	25%
<u>Total</u>	100%

COURSE GUIDELINES & EXPECTATIONS

Generative AI. This course was not designed for use with generative artificial intelligence (Gen-AI) tools, e.g. ChatGPT, Quillbot, etc. Use of Gen-AI tools may hinder your learning. As such, use of Gen-AI tools in this course is **not allowed** unless explicit permission is provided in advance. If you believe that a specific Gen-AI tool would be useful to support your learning in this course, please talk to me first. Note that spelling, grammar, and overall formatting (things that AI does really well) constitute only a small portion of your grade on each assignment. Tools such as spelling and grammar check features in MS Word should be sufficient to ensure your spelling and grammar are of sufficient clarity. If you would like additional support with writing, please consider using the services available in the [Writing Centre](#).

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 (2021) 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.
- ☐ 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](#)

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 \(CAL\)](#) should discuss timelines with their instructors at the beginning of each semester.
- c) Valid medical documentation must be received as soon as reasonably possible if an assignment, presentation or exam is missed.

SCHOOL OR DEPARTMENTAL INFORMATION

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.

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	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	http://camosun.ca/international/
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	http://camosun.ca/services/library/
Office of Student Support	camosun.ca/services/office-student-support

Support Service	Website
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 <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 <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 [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

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 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 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.