

COURSE SYLLABUS



COURSE TITLE: BUS 130: Business Communications

CLASS SECTION: D07

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Asynchronous Online

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ 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 during the first week of the course. If you do not complete the required work for Week 1 by the deadline, 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. For more information, please see the "Attendance" section under "Registration Policies for Students" [Registration Policies for Students | Camosun College](#)

INSTRUCTOR DETAILS

NAME: Brenda Jones, MA, BA, APR

EMAIL: jonesb@camosun.ca

OFFICE: CBA 258

HOURS: Wednesdays 10:30 – 11:30 a.m. (in person) or by appointment online

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.

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 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 project

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 electronic version with or without MindTap, an optional online product which includes the e-text. You may purchase MindTap from the [Cengage website](#) with a Canadian credit card. 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: MTPP-7JN3-7LHW

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

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

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 1 Sept. 3 - 8	Read Chapter 1 Intro to Course, D2L, and MindTap Week 1 Video	Post Intro on Discussion forum (Sept. 6) & comment on 2 classmates' posts (Sept. 8) Complete About You Survey (Sept. 8) D2L Quiz Ch. 1 (Sept. 8)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 2 Sept. 9 - 15	Read Chapters 2 and 3 Intercultural Communication Professionalism: Listening, Nonverbal & Etiquette Skills Week 2 Video	Add/Drop deadline (Sept. 12) D2L Quiz Ch. 2 & 3 (Sept. 15) Academic Integrity Course completion/test (Sept. 15)
Week 3 Sept. 16 - 22	Read Chapters 7 and 14; Elevator Pitch reading Electronic & Digital Media Business Presentations Elevator Pitch Assigned Week 3 Video	D2L Quizzes Ch. 7 & 14 (Sept. 22)
Week 4 Sept. 23 - 29	Read Chapters 4 and 10 Teams/Group Process & Meetings Planning Business Messages Persuasive Messages Week 4 Video	Elevator Pitch Outline (Sept. 25) D2L Quizzes Ch. 4 & 10 (Sept. 29)
Week 5 Sept. 30 – Oct. 6	Read Chapters 5, 6 and 13 (pp. 347 – 351) Organizing, Writing & Revising Messages (self-study) Business Proposals Week 5 Video	Individual Writing Assignment: Persuasive Writing (Sept. 30 – Oct. 1) Submit rough cut elevator pitch video for Small Group Peer Review (Oct. 6) D2L Quizzes Ch. 5 & 6 (Oct. 6)
Week 6 Oct. 7 - 13	Read Chapter 11 (pp. 282 – 294) and 12 Team Formation and Topic Selection Proposal Writing	Provide feedback on rough cut elevator pitch videos to members of Small Group Peer Review (Oct. 9)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
	Informal Business Reports Team Charter Assigned (fill out as a team) Team Scenario Activity Assigned (Fill out as a team) Team Project Proposal Assigned Week 6 Video	Team Charter (Oct. 13) Team Scenario Activity (Oct. 13) D2L Quiz Ch. 12 (Oct. 13)
Week 7 Oct. 14 - 20	Primary/Secondary Research APA Style Academic Honesty & Plagiarism Team work on Project Proposal Week 7 Video	Submit final elevator pitch to Discussion Board (Oct. 16) Provide feedback on 2 elevator pitches that you have not seen previously (Oct. 20) Team Project Proposal (Oct. 20)
Week 8 Oct. 21 - 27	Read Chapter 11 (pp. 295 – 301) and 13 (pp.351 – 372) Progress Reports Informal Business Reports & Data Analysis Formal Business Reports Work on group project Team progress report assigned Self/peer evaluations assigned Week 8 Video	D2L Quiz Ch. 11 & 13 (Oct. 27) APA Course completion/test (Oct. 27)
Week 9 Oct. 28 – Nov. 3	Read Chapter 8 Positive Writing Work on group project Week 9 Video	D2L Quiz Ch. 8 (Nov. 3)

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 10 Nov. 4 - 10	Read Chapter 9 Negative Messages Work on group project Week 10 Video	Individual Writing Assignment: Direct Claim (Nov. 4 - 5) Team Progress Report (Nov. 10) Mid-Project Self/peer evaluations (Nov. 10) D2L Quiz Ch. 9 (Nov. 10)
Week 11 Nov. 11 - 17	Work on group project Week 11 Video	Individual Writing Assignment: Negative Writing (Nov. 12 - 13)
Week 12 Nov. 18 - 24	Work on group project Team conference sessions - online	Near-complete draft of final report to be uploaded to D2L by <u>noon</u> the day before your meeting Team Final Report (Nov. 24)
Week 13 Nov. 25 – Dec. 1	Business Presentations (Chapter 14) Reflective Message Assigned Week 13 video	Team Slide Presentation (Dec. 1)
Week 14 Dec. 2 - 8	 Team Presentations - online	Reflective message (Dec. 6 by noon) Last day to withdraw without academic penalty (Dec. 7)
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

DESCRIPTION	WEIGHTING
Elevator Pitch Outline	5%
Elevator Pitch Presentation	5%
Persuasive Message	10%
Negative News Message	10%
Direct Claim Message	10%
D2L Chapter Quizzes	20%
APA/Academic Integrity Courses/tests	4%
Participation, Peer Review and Professionalism	
Introduction discussion post	1%
Peer review of elevator pitches	5%
Mid-project self-peer evaluations	1%
Final reflection	4%
Team Project	
Team Charter (2%) and Project Proposal (3%)	5%
Team Progress Report	5%
Formal Written Report	10%
Final Team Presentation	5%
	TOTAL
	100%

If you have a concern about a grade you have received for an evaluation, please come and see 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 & 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

Support Service	Website
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
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.