

COURSE SYLLABUS



COURSE TITLE: **BUS 130: Business Communications**
CLASS SECTION: D09
TERM: 2022 Winter
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](#).

The COVID-19 pandemic has presented many challenges, and Camosun College is committed to helping you safely complete your education. Following guidelines from the Provincial Health Officer, WorkSafe BC, and the B.C. Government to ensure the health and wellbeing of students and employees, Camosun College is providing you with every possible protection to keep you safe. Our measures include COVID Training for students and employees, health checks, infection control protocols including sanitization of spaces, PPE and ensuring physical distancing. For details on these precautions please follow this link:

<http://camosun.ca/covid19/faq/covid-fags-students.html>. However, if you're at all uncomfortable being on campus, please share your concerns with your Instructor. If needed, alternatives will be discussed.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, 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.

INSTRUCTOR DETAILS

NAME: Glen Allen
EMAIL: alleng@camosun.ca
OFFICE: CBA 265 (Interurban); virtual office accessible through D2L/Collaborate
HOURS: by appointment only

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 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.

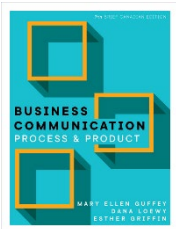
PREREQUISITE(S): C in English 12 or Camosun Alternative (see www.calendar.camosun.ca)
CO-REQUISITE(S): n/a
EXCLUSION(S): n/a

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. ISBN-13: 978-0-17-691018-1

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

- ✓ Camosun Bookstore (www.camosuncollegebookstore.ca) is open for in-person shopping, 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) 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. These will be provided by your instructor during the first week of class.

In general, the course will operate as follows:

- This course will run from Mon Jan 10 – Thu Apr 14 in a fully online, asynchronous format.
- Students will be contacted in advance of the course start date regarding textbook options. The text is available in both paper and electronic format. All other course materials will be available from the course D2L site at <http://online.camosun.ca/> beginning Mon Jan 10.
- Course weeks will run from Monday to Sunday, with each week's lecture materials and assignment instructions normally posted to the course's D2L site on Saturday of the preceding week (i.e., in most cases students will have nine days – including two weekends – to view all recorded lectures and complete all required readings, quizzes, and assignments associated with each weekly unit).
- Unless otherwise noted, all quizzes and assignments will be due by 11:59pm each Sunday evening. See schedule on p.4 of this outline for details.
- Optional “virtual classroom” sessions may be held throughout the course (schedule TBA) to provide clarification of course content and assignment instructions, and to answer student questions in a group setting. Each live session will last approximately 30 minutes. Recordings of each virtual session will be made available to those students who are unable to attend the live session.
- There is no final exam for this course.

Please see the following page 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.

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor. This version last revised: **January 4, 2022.**

| Date | Topic | Reading | Assignment / Activity | Due Date |
|---------------------------|---|---|--|----------------------|
| Week 1 Jan 10 – 16 | Course Overview; Business Communication | Ch.1 | D2L Ungraded Sample Quiz | Wed Jan 12 @ 11:59pm |
| | | | D2L Discussion #1 | Sun Jan 16 @ 11:59pm |
| Week 2 Jan 17 – 23 | Listening & Nonverbal Skills; Intercultural Communication | Ch.2 (pp47-58) Ch.3 | D2L Discussion #2 | Sun Jan 23 @ 11:59pm |
| | | | D2L Quizzes (Ch.1, 3) | |
| Week 3 Jan 24 – 30 | Planning Business Messages; Positive Messages | Ch.4 Ch.8 | D2L Quizzes (Ch.4, 8) | Sun Jan 30 @ 11:59pm |
| | | | Communications Style Inventory | |
| Week 4 Jan 31 – Feb 6 | Organizing & Drafting Messages; Revising Messages | Ch.5 Ch.6 | D2L Discussion #3 | Sun Feb 6 @ 11:59pm |
| | | | D2L Quizzes (Ch.5, 6) | |
| | | | Direct Claim Message | |
| Week 5 Feb 7 – 13 | Team & Meeting Skills; CSI Debrief; Team Project Introduction; Writing Business Proposals | Ch.2 (pp35-47) Ch.13 (347-353) | D2L Discussion #4 | Sun Feb 13 @ 11:59pm |
| | | | D2L Quiz (Ch.2) | |
| | | | Team Charter | |
| Week 6 Feb 14 – 20 | Short Messages & Digital Media; Negative Messages | Ch.7 Ch.9 | D2L Discussion #5 | Sun Feb 20 @ 11:59pm |
| | | | D2L Quizzes (Ch.7, 9) | |
| | | | Team Project Proposal | |
| Week 7 Feb 21 – 27 | <i>Reading Week – no classes</i> | | Negative Message | Sun Feb 27 @ 11:59pm |
| Week 8 Feb 28 – Mar 6 | Academic Integrity & APA; Reporting in the Workplace | Ch. 11 | D2L Quiz (Ch.11) | Sun Mar 6 @ 11:59pm |
| | | | Integrity & APA Modules | |
| Week 9 Mar 7 – 13 | Informal Business Reports; Formal Business Reports | Ch.12 Ch.13 (353-374) | D2L Quizzes (Ch.12, 13) | Sun Mar 13 @ 11:59pm |
| | | | Project Research Findings (indiv) | |
| Week 10 Mar 14 – 20 | Business Presentations; Team Project Preparation | Ch.14 | D2L Discussion #6 | Sun Mar 20 @ 11:59pm |
| | | | D2L Quiz (Ch.14) | |
| | | | 'How To' Presentation Outline | |
| Week 11 Mar 21 – 27 | Business Presentations; Team Project Preparation | Ch.14 | 'How To' Presentation | Sun Mar 27 @ 11:59pm |
| | | | Team Project Progress Report & Draft Final Report | |
| Week 12 Mar 28 – Apr 3 | Persuasive & Sales Messages; Team Project Preparation | Ch.10 | D2L Quiz (Ch.10) | Sun Apr 3 @ 11:59pm |
| | | | Persuasive Message | |
| Week 13 Apr 4 – 10 | Team Project Preparation | | Team Project Final Report | Sun Apr 10 @ 11:59pm |
| Week 14 Apr 11 – 14 | Team Project Presentation; Reflective Writing | | Team Project Presentation | Thu Apr 14 @ 5:00pm |
| | | | Reflective Writing | |

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 |
|--|-------------|
| D2L Chapter Quizzes (best 12 of 14) | 12% |
| Written Business Messages <ul style="list-style-type: none"> • Direct Message (7%); Negative Message (7%); Persuasive Message (7%) | 21% |
| Individual Oral Presentation <ul style="list-style-type: none"> • Presentation Outline (7%); Oral Presentation (7%) | 14% |
| Research & Referencing <ul style="list-style-type: none"> • Acad. Integrity & APA Modules (4%); Project Research Findings (7%) | 11% |
| Team Project <ul style="list-style-type: none"> • Team Charter & Project Proposal (4%); Progress Report (4%); Formal Written Report (12%); Team Presentation (4%) | 24% |
| Participation & Professional Practice <ul style="list-style-type: none"> • D2L Discussion Forum Participation (6%) • Ungraded Assignment Completion (4%) • Timely Peer Evaluation Completion & Results (8%) | 18% |
| 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

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 Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa7>.

- Unless otherwise specified, all assignments should use 12-pt Times New Roman font.
- Grammar, spelling, style, and APA formatting of citations and references will be assessed in your mark.
- All secondary data incorporated into assignment submissions must be properly referenced to source(s).
- Unless otherwise specified, all assignment file names should begin with student's last name and be submitted to the appropriate D2L Assignments folder by the scheduled due date.
- Unless otherwise specified, you are to submit your own work; any collaborated work (unless permitted by the instructor) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Assignment, quiz, and exam deadlines. All assignments must be submitted on or before the scheduled due date. A grade of zero will be assigned for late submissions or for non-attendance at a scheduled exam (exceptions will be made only for documented medical or family emergencies, and will require instructor approval in advance). There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, quiz, midterm, or final exam.

- ❑ Students registered through the [Centre for Accessible Learning \(CAL\)](#) should discuss assignment and exam accommodation 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 documentation must be received as soon as reasonably possible.

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.

- ❑ 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.

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.

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 | http://camosun.ca/advising |
| Accessible Learning | http://camosun.ca/accessible-learning |
| Counselling | http://camosun.ca/counselling |
| Career Services | http://camosun.ca/coop |
| Financial Aid and Awards | http://camosun.ca/financialaid |
| Help Centres (Math/English/Science) | http://camosun.ca/help-centres |
| Indigenous Student Support | http://camosun.ca/indigenous |
| International Student Support | http://camosun.ca/international/ |
| Learning Skills | http://camosun.ca/learningskills |
| Library | http://camosun.ca/services/library/ |
| Office of Student Support | http://camosun.ca/oss |
| Ombudsperson | http://camosun.ca/ombuds |
| Registration | http://camosun.ca/registration |
| Technology Support | http://camosun.ca/its |
| Writing Centre | http://camosun.ca/writing-centre |

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.

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started: <http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each 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 and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

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. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> 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: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

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 <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

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.