

# COURSE SYLLABUS



COURSE TITLE: Business Communications (BUS 130)

CLASS SECTION: Bus 130 – D12

TERM: Fall 2022

COURSE CREDITS: (3 credit)

DELIVERY METHOD(S): online **asynchronous**

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>

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](#).

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*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

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NAME: Susan Tinker

EMAIL: [Tinkers@camosun.bc.ca](mailto:Tinkers@camosun.bc.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.*

## CALENDAR DESCRIPTION

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This course will assist learners to develop effective business skills in oral presentation, 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): One of: C in English 12; C in Camosun Alternative

## 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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Textbook: **Guffey, M. E., Loewy, D., Griffin, E. (2019). *Business Communication: Process and Product* (7<sup>th</sup> 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. These will be provided by your instructor during the first week of class.

If you buy MindTap, you need a **student registration URL** and a **course key** to access it and the online materials. **These are provided below.**

**Course Link URL:** <https://login.nelsonbrain.com/course/MTPQ95MZLXZN>

**Course Key:** MTPQ-95MZ-LXZN

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

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This course will run from Tuesday, September 6, 2022 to Saturday, December 10, 2022 in a fully online and asynchronous format. There are no live scheduled lectures. There is no final exam.

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

With a few exceptions, all assignments and discussion forum posts are due on Saturdays at 11:59 p.m. (Pacific time)

All online materials will be available from the course D2L site at <http://online.camosun.ca/>.

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	Dates	Topic	Assigned Readings	Assignment Due Dates	Required Activities
1	September 6 - 10	Introduction	D2L Content	Academic Honesty and APA quizzes due on September 10	Week 1 Discussion Forum (Introduce Yourself) Introductory Lab
2	September 11- 17	Business Communication in the Digital Age	Chapter 1	Team Application Letter due September 17	
3	September 18- 24	Business Presentations	Chapter 14	Individual Presentation Outline due September 24 Chapter 1 Quiz (September 24 recommended due date)	Week 3 Discussion Forum (Effective Presentations)
4	September 25 – October 1	Professionalism	Chapter 2	Individual Presentation video due October 1 Chapter 14 Quiz (recommended due date October 1)	Week 4 Discussion Forum (Better Conversations) Connect with your team for the Team Project Assignment

5	October 2 - 8	Planning Business Messages	Chapter 4	Chapter 2 Quiz (recommended due October 8)	Week 5 Discussion Forum (Individual Presentation Peer Review)
6	October 9 - 15	Organizing and Drafting Business Messages Revising Business Messages	Chapter 5 and 6	Team Project Proposal and Charter due October 15 Chapter 4 Quiz (recommended due date October 15)	
7	October 16 - 22	Reporting in the Workplace Informal Business Reports	Chapter 11 and 12	Chapter 5 and 6 Quiz (recommended due date October 22)	Week 7 Discussion Forum (team assignment)
8	October 23 - 29	Formal Business Reports	Chapter 13	Team Progress Memo due October 29 Chapter 11 and 12 Quizzes (recommended due date October 29)	
9	October 30 - November 5				Work with your team on Team Project assignments
10	November 6 - 12	Short Workplace Messages Positive Messages	Chapter 7 and 8	Chapter 13 Quiz (recommended due date November 12)	
11	November 13 - 19	Negative Messages	Chapter 9	Chapter 7 and 8 Quizzes (recommended due date November 19)	Week 11 Discussion Forum (Delivering Negative News)
12	November 20 - 26	Persuasive and Sales Messages	Chapter 10	Team Project Presentation due November 26	

				Team Project Final Written Report due November 26  Chapter 9 Quiz (recommended due date November 26	
13	November 27 – December 3	Intercultural Communication	Chapter 3	Negative Letter Assignment due December 3  Chapter 10 and 3 Quiz (recommended due date December 3)  <b>*Note quiz dates are recommendations. All quizzes due on December 3.</b>	ITP Team Assessment
14	December 4 - 10			Persuasive Email assignment due December 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 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
<b><u>Individual Assessments (75%)</u></b>	
<ul style="list-style-type: none"> <li>• Individual Presentation               <ul style="list-style-type: none"> <li>▪ Outline</li> <li>▪ Presentation</li> </ul> </li> </ul>	15%
<ul style="list-style-type: none"> <li>• Writing Assignments               <ul style="list-style-type: none"> <li>▪ Negative Letter</li> <li>▪ Persuasive Email</li> </ul> </li> </ul>	20%
<ul style="list-style-type: none"> <li>• D2L Chapter Quizzes</li> <li>• APA Quizzes</li> </ul>	20%
<ul style="list-style-type: none"> <li>• Professional Practice               <ul style="list-style-type: none"> <li>○ Individual Activities:                   <ul style="list-style-type: none"> <li>▪ Week 1 Introductory Lab</li> <li>▪ Week 2 Team application letter</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 5: Individual Presentation Peer Review</li> <li>▪ Week 7: Create and respond to surveys</li> <li>▪ Week 11: Negative News discussion</li> </ul> </li> </ul> </li> </ul>	20%
<b><u>Team Assessments (25%)</u></b>	
Team Charter and Project Proposal (5%) Team Progress Report (5%) Team Project Final Report (10%) Team Project Final Presentation (5%)	
<b><u>Total</u></b>	<b>100%</b>

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

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### ASSIGNMENTS

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 (7<sup>th</sup> 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](#)

## SCHOOL OR DEPARTMENTAL INFORMATION

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### DEADLINES and EXAMS

You must submit your assignments by 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.

**EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)). It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

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.

Students registered through the [Centre for Accessible Learning](#) (CAL) should discuss timelines with their instructors at the beginning of each semester.

Do not make travel plans until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets. Travel plans are not an acceptable reason to miss an exam.

## 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 <http://camosun.ca/students/>.

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

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### 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](http://camosun.ca/sexual-violence). 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 <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.