

COURSE SYLLABUS



COURSE TITLE: BUS 330: Communicating for Influence and Impact

CLASS SECTION: D02 & D03

TERM: Fall 2024

COURSE CREDITS: 3

DELIVERY METHOD(S): Asynchronous Online

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](#).

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

In this applied course, students will acquire the professional and purposeful communication skills and strategies needed to build and maintain reciprocal relationships and achieve organizational objectives. Students will clearly and ethically convey complex information, based on credible research, in both written and oral communication. Writing for a variety of purposes and audiences, students will learn how to compose persuasive, action-oriented business documentation, such as briefing documents, grant proposals, and business cases. Students will further develop their communication skills to inform, persuade, and garner support through the use of presentations, case studies and real-world tasks. Upon successful completion of the course, students will have created a portfolio showcasing their skills.

PREREQUISITE(S): All of: C in BUS 130 C in ENGL 151 And one of: C in BUS 280 C in BUS 290 Or a bachelor degree from a recognized post-secondary institution - Must be completed prior to taking this course.

COURSE LEARNING OUTCOMES / OBJECTIVES

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

1. Communicate effectively with diverse audiences to build and maintain reciprocal relationships
2. Analyze, synthesize, and interpret credible research in order to communicate complex information
3. Compose persuasive, action-oriented business documentation to external audiences, including funding agencies and strategic partners, to advance organizational goals
4. Use effective oral and written communication skills and strategies to inform, persuade, and garner support

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Weekly readings will be assigned by the instructor

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	Week 1 overview and activities: Introduction to the course Review course syllabus Assigned readings Introduction discussion post due	Post introduction to discussion forum (by Friday) & comment on 2 classmates' posts (by Sunday)
Week 2	Week 2 overview and activities: Professional biography Assigned readings Job title and organization discussion post due Professional biography activity due	Post to job title and organization discussion forum by Wednesday. Submit professional biography activity by 11:59 p.m. on Sunday.
Week 3	Week 3 overview and activities: Generative AI Assigned readings Gen-AI discussion post due	Post to Gen-AI discussion forum (by Friday) & comment on 2 classmates' posts (by Sunday)
Week 4	Week 4 overview and activities: Briefing notes Assigned readings Briefing note activity due	Submit briefing note activity by 11:59 p.m. on Sunday

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
Week 5	<p>Week 5 - 6 overview and activities: Funding applications and grants</p> <p>Assigned readings</p> <p>Funding project discussion post due</p>	<p>Post to funding project discussion forum by 11:59 p.m. Sunday.</p>
Week 6	<p>Week 5-6 overview and activities: Funding applications and grants</p> <p>Assigned readings</p> <p>Funding application activity due</p>	<p>Submit funding application activity by 11:59 p.m. on Sunday</p>
Week 7	<p>Week 7 overview and activities: Funding presentations</p> <p>Assigned readings</p> <p>Funding pitch presentation activity due</p>	<p>Submit funding pitch presentation activity by 11:59 p.m. on Sunday</p>
Week 8	<p>Week 8 overview and activities: Policies and procedures</p> <p>Assigned readings</p> <p>Policies and procedures discussion post due</p>	<p>Post to policies and procedures discussion forum (by Friday) & comment on 2 classmates' posts (by Sunday)</p>
Week 9	<p>Week 9 overview and activities: Portfolio websites</p> <p>Assigned readings</p> <p>Work on portfolio project</p> <p>Policy and procedure assignment due</p>	<p>Submit policy and procedure assignment by 11:59 p.m. on Sunday</p>
Week 10	<p>Week 10 - 12 overview and activities: Business cases</p> <p>Assigned readings</p> <p>Work on portfolio project</p>	
Week 11	<p>Week 10 - 12 overview and activities: Business cases</p> <p>Assigned readings</p> <p>Work on portfolio project</p> <p>Peer review of business case assignment</p>	<p>Submit business case draft for peer review by 11:59 p.m. on Friday, responses due by 11:59 p.m. on Tuesday of Week 12</p>
Week 12	<p>Week 10 - 12 overview and activities: Business cases</p> <p>Assigned readings</p>	<p>Peer Review responses due by</p>

WEEK or DATE RANGE	ACTIVITY or TOPIC	DUE DATES
	Work on portfolio project	11:59 p.m. on Tuesday Submit business case assignment by 11:59 p.m. on Sunday
Week 13	Portfolio project meetings – draft outline and portfolio are due for review	Submit draft outline and link to draft portfolio by 11:59 p.m. on Tuesday
Week 14	Complete portfolio project	Submit final portfolio by 11:59 p.m. on Friday
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
Activities (4 x 5 percent each) professional biography, briefing note, funding application, funding pitch presentation	20%
Discussion Posts	10%
Policy and Procedure Assignment	10%
Business Case	20%
Business Case Peer Review	5%
Final Portfolio	35%
	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>

Artificial intelligence (AI) policy for BUS 330. Some assignments and activities in this course will allow for limited and intentional use of generative artificial intelligence (Gen-AI) tools, e.g., ChatGPT, Bing, DALL-E, etc. Please see specific instructions for each assignment/activity on D2L for details. For most assignments, students are expected to experiment with Gen-AI as a professional tool they would utilize in the workplace. **All usage of Gen-AI must be thoroughly disclosed on the “AI Cover Sheet” to be submitted** with applicable assignments. **Failure to submit an AI Cover Sheet will result in a zero on that activity or assignment**, also instructors reserve the right to question students about their use of Gen-AI before providing a grade. **Any use of Gen-AI (or other tools) to cheat or misrepresent your learning in the course will be considered academic misconduct** and will be addressed accordingly. You are responsible for all the work you submit in this course, which includes fact-checking information and sources, and properly acknowledging any use of Gen-AI tools.

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
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.