



A M B R O S E

## **BUS 201 Management Principles and Communication (3)**

**Winter 2014**

### **Class Schedule**

Time: Mondays from 9 – noon

Location: Room A2141

### **Instructor Information**

Instructor: Angie Redecopp, MBA, LLB, B.Ed  
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Former Partner, Borden Ladner Gervais LLP

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Office hours: Typically after class or by appointment

### **Course Description**

This course provides a more in-depth examination of business management topics. Building upon the business management overview provided in BUS 100, students will further examine selected topics in the areas of marketing, human resources management, accounting, finance, operations management, and management information systems. In addition, students will also develop and strengthen their written and oral communication skills in preparation for their ongoing studies and careers.

**Prerequisites:** BUS 100

### **Expected Learning Outcomes**

By the end of this course you will be expected to understand the importance of communication skills in your business career. This is an experiential course where you will be expected to develop solid skills in writing, listening, problem solving and presenting individually and within groups, both through digital and traditional media. Various management topics will be used as sources of information about which to communicate.

**Required Textbook:** *Business Communication Process & Product*, 4<sup>th</sup> Brief Canadian Edition, Guffey, Loewy, Rhodes and Rogin, Nelson Education Inc., 2013.

The CourseMate access that accompanies the above text will also be required. The Course Key you will need to enroll in the CourseMate course is:

**CM-9780176646622-0000029**

We will also refer to content in the text from BUS 100 with some frequency but if you do not already have that text, it is not expected that you will purchase it. *BUSN*, 2<sup>nd</sup> Canadian Edition, Kelly, McGowen, MacKenzie, Snow, Nelson Education Inc., 2014.

## Course Requirements

### Summary

The following is a summary of all evaluation methods and relative weights for the course:

| Evaluation Method                   | Weight | Date Due  |
|-------------------------------------|--------|---|
| Quizzes                             | 15%    | On-line – complete by Tuesday’s @ 9pm                                 |
| Grammar module                      | 10%    | Diagnostic test #2 – Mar 10<br>Diagnostic test #3 – Mar 24 (optional) |
| Weekly Assignments (8-10)           | 40%    | Most Friday’s at 5pm  |
| Formal business report (individual) | 20%    | March 17  |
| Presentation (group)                | 15%    | April 7 (interim steps prior)   |

### Quizzes

Chapter quizzes are to be completed within two days of the applicable class. Quizzes will typically be 15-20 questions in length and will typically be multiple choice and/or T/F. They must be completed on Moodle (under the “Quizzes”) tab. One attempt is allowed for each quiz and you will have approximately 15 minutes to complete each quiz. Quizzes are to be done individually. It is expected that you will have reviewed the materials thoroughly prior to the quiz (i.e. you are not given enough time to look up answers) but you will not be penalized if you use your text.

### Grammar Module

Proper grammar and mechanics is an important component of being able to write professionally. Appendix A of the text includes a “Grammar and Mechanics Guide” with a series of language guides, a list of frequently misspelled words and a list of confusing words. Each student is expected to become proficient in these “Competent Language Usage Essentials” (CLUE). You can develop your CLUE skills by working through Appendix A and by working through the CLUE reviews at the end of each chapter. There are additional materials in CourseMate. On the first day of class, we will do a diagnostic test in order to assess your current proficiency. This will not be part of your grade. Diagnostic test #2 will be administered towards the end of the term and an optional Diagnostic test #3 will be offered at the end of the term. Your mark for the grammar module will be your highest score of the two and you must have a passing grade.

### Weekly Assignments

This is a very hands-on, practice oriented course. Accordingly, 8-10 short assignments will be completed throughout the course. Assignments will be due Friday’s @ 5pm via Moodle unless otherwise instructed. Late assignments will not be accepted. Some assignments will be done individually and others in teams. Some assignments will be marked by the instructor and others by your peers. Details on each assignment will be available on Moodle and each should typically take 1-3 hours (#4 and #5 may take longer). Assignments will likely include the following:

1. Virtual team meeting
2. Presentation re intercultural (peer marking)
3. Team writing exercise
4. Podcast or webcast (peer marking)
5. Blog
6. Referencing (connected to individual business report assignment)
7. Proposal (connected to individual business report assignment)
8. Negative & positive messages
9. Self-assessments re working in teams (connected to team assignments)

### ***Written Assignment***

A formal business report will be assigned to you individually about half way through the term. Details will be provided on Moodle.

### ***Presentation***

A formal business presentation will be assigned to your team towards the end of the term. Details will be provided on Moodle. Note that your teams will be set up by the instructor early in the term and other assignments and exercises will also be completed within your teams.

### ***Participation***

Each student is expected to regularly attend and actively participate in classroom discussions and any on-line discussion forums assigned. Group discussions and analysis of course topics will be a key component of learning throughout the term. Students are expected to attend all classes, having prepared for class by reading the assigned readings ahead of time and actively participate in group discussions. The skills needed to participate effectively in class and present your ideas are the same skills required to be effective in the business world. If external circumstances or illness prevent you from attending or adequately preparing for a class, please let the professor know. The instructor may reduce a student's mark by a letter grade (i.e. B to B-) if a student's participation is inadequate.

### ***Electronic Etiquette***

Students are expected to treat their instructor, guest speakers, and fellow students with respect. It is disruptive to the learning goals of a course and disrespectful to fellow students and the instructor to engage in electronically-enabled activities unrelated to the class during a class session. Please turn off all cell phones and other electronic devices during class. Laptops and tablets should be used for class-related purposes only. Please do not use iPods, similar devices or headphones. Do not text, read or send personal emails, go on Facebook or other social networks, search the internet, or play computer games during class. The professor has the right to disallow the student to use a laptop or tablet in future lectures and/or to ask a student to withdraw from the session if s/he does not comply with this policy. Repeat offenders will be directed to the Dean. If you are expecting communication due to an emergency, please speak with the professor before the class begins.

### ***Grading***

The available letters for course grades are as follows:

| <i>% Grade</i> | <i>Letter Grade</i> | <i>Description</i> |
|----------------|---------------------|--------------------|
| 95% to 100%    | A+                  | Excellent          |
| 90% to 94%     | A                   |                    |
| 85% to 89%     | A-                  |                    |
| 80% to 84%     | B+                  | Good               |
| 76% to 79%     | B                   |                    |
| 72% to 75%     | B-                  |                    |
| 68% to 71%     | C+                  | Satisfactory       |
| 64% to 67%     | C                   |                    |
| 60% to 63%     | C-                  |                    |
| 55% to 59%     | D+                  |                    |
| 50% to 54%     | D                   | Minimal Pass       |
| 0% to 49%      | F                   | Failure            |

To pass the course, students must achieve an overall grade of at least 50%. Failure to submit an assignment without legitimate reason (i.e. evidenced illness) or prior approval of the instructor may result in a failed grade for the course. In the case of legitimate or approved absence, and at the instructor's discretion, the assigned date may be rescheduled to a later date, or if this is not practically possible, the

marks reallocated to other components of the course grade. Late assignments will typically receive a mark of 0.

Please note that final grades will be available on your student portal.

### **Important Dates for Registration, Withdrawal, and Course Auditing**

Sunday, January 19, 2014, is the last day to enter a course without permission or to withdraw from a course without incurring a financial penalty in terms of tuition refund.

Friday, March 21, 2014, is the last day to voluntarily withdraw from a course or change to audit without academic penalty.

*Course withdrawal forms are available from the Registrar. Students who do not follow the proper withdrawal procedures will be recorded as having failed the course.*

### **Academic Policies**

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Student Handbook and Academic Calendar. Personal information, that is information about an individual that may be used to identify that individual, may be collected as a requirement as part of taking this class. Any information collected will only be used and disclosed for the purpose for which the collection was intended. For further information contact the Privacy Compliance Officer at [privacy@ambrose.edu](mailto:privacy@ambrose.edu).

### **Extensions**

Although extensions to coursework in the semester are at the discretion of the instructor, students may not turn in coursework for evaluation after the last day of the scheduled final examination period unless they have received permission for a “Course Extension” from the Registrar’s Office. Requests for course extensions or alternative examination time must be submitted to the Registrar’s Office by the appropriate deadline (as listed in the Academic Calendar <http://www.ambrose.edu/publications/academiccalendar>). Course extensions are only granted for serious issues that arise “due to circumstances beyond the student’s control.”

### **Academic Integrity**

We are committed to fostering personal integrity and will not overlook breaches of integrity such as plagiarism and cheating. Academic dishonesty is taken seriously at Ambrose University College as it undermines our academic standards and affects the integrity of each member of our learning community. Any attempt to obtain credit for academic work through fraudulent, deceptive, or dishonest means is academic dishonesty. Plagiarism involves presenting someone else’s ideas, words, or work as one’s own. Plagiarism is fraud and theft, but plagiarism can also occur by accident when a student fails or forgets to give credit to another person’s ideas or words. Plagiarism and cheating can result in a failing grade for an assignment, for the course, or immediate dismissal from the university college. Students are expected to be familiar with the policies in the current Academic Calendar and the Student Handbook that deal with plagiarism, cheating, and the penalties and procedures for dealing with these matters. All cases of academic dishonesty are reported to the Academic Dean and become part of the student’s permanent record.

Students are strongly advised to retain this syllabus for their records.

**BUS 201 – Management Principles & Communication**  
**Course Outline and Weekly Reading Schedule**

| <b>Date</b>   | <b>Class Topics</b>   | <b>Readings</b>                            | <b>Items Due</b>   |
|---------------|---|--|--|
| Jan 13        | Introduction<br>Effective and Ethical Communication at Work   | Do survey<br>Chapter 1                     |  |
| Jan 20        | Professionalism: Team, Listening, Nonverbal and<br>Etiquette Skills<br>Problem Solving  | Chapter 2                                  | Virtual team meeting –<br>complete by Jan 24                               |
| Jan 27        | Intercultural Communication<br>Planning Business Messages   | Chapter 3<br>Chapter 4                     | Presentation re<br>intercultural – Feb 3                                   |
| Feb 3         | Organizing and Writing Business Messages<br>Revising Business Messages<br>Electronic Messages and Digital Media   | Chapter 5*<br>Chapter 6*<br>Chapter 7*     | Team writing exercise –<br>Feb 7   |
| Feb 10        | <b>No regular class (instructor out of country)</b><br>-Do writing improvement exercises for chapters 4-<br>7 (on Moodle – <b>due Feb 10 @ noon</b> )<br>-Work on assignments |  | Publish podcast – Feb 13<br>Podcast review – Feb 21<br>Final blog – Feb 24 |
| <b>Feb 17</b> | <b>Family Day</b>   |  |  |
| Feb 24        | Report and Research Basics<br><i>Library Session</i>  | Chapter 11<br>Appendix B<br>(Ch 8 CLUE)    | Referencing assignment<br>(re formal business<br>report) – Feb 28          |
| Mar 3         | Informal Business Reports<br>Proposals, Business Plans and Formal Business<br>Reports   | Chapter 12<br>Chapter 13<br>(Ch 9/10 CLUE) | Proposal (re formal<br>business report) – Mar 7                            |
| Mar 10        | Business Presentations<br><i>Speaker – Barbara Eng – Senior Organizational<br/>Development Consultant, Precision Drilling</i>   | Chapter 14                                 | Diagnostic Test #2 (in<br>class)   |
| Mar 17        | Positive Messages<br>Negative Messages  | Chapter 8<br>Chapter 9                     | Formal business report –<br><b>Mar 17</b>                                  |
| Mar 24        | Persuasive and Sales Messages<br>Successful Communications as a Business Student  | Chapter 10                                 | Negative & positive<br>messages – Mar 28                                   |
| Mar 31        | The Job Search, Resumes and Cover Letters<br>Interviewing and Following Up  | Chapter 15*<br>Chapter 16*                 | Diagnostic Test #3 (in<br>class - optional)                                |
| Apr 7         | Presentations   |  | Presentations – Apr 7<br>Self-assessments – Apr 9                          |

\*Quizzes for chapters 5&6 will be combined. Quizzes for chapters 15&16 will be combined.

*Note: The dates and order of topics outlined in this schedule may be subject to change at the instructor's discretion throughout the term. Any changes will be communicated in advance. **Last updated February 6, 2014.***

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