

# **BUS 201**

## **Business Communication**

**Semester:** Winter 2016  
**Days:** Tues/Thurs – 9:45-11:00 am  
**Room:** A2141

**Number of credits:** 3

**Prerequisite:** BUS 100

**Instructor:** Angie Redecopp  
**Email:** aredecopp@ambrose.edu  
**Phone:** 403-410-2000 ext. 6907  
**Office:** L2052  
**Office Hours:** Tu/Th 12:30-2:30; Wed 10-12; by appointment

This course focuses on communications in a business setting. Students will develop and strengthen their written and oral communication skills in preparation for their ongoing studies and careers. Students will also gain an understanding the importance of communication skills in a business career. This is an experiential course where students will develop solid skills in writing, listening, problem solving and presenting individually and within groups, both through digital and traditional media.

### **Expected Learning Outcomes:**

By the end of this course you will be expected to:

1. Understand the writing process.
2. Write well in various forms and for different purposes.
3. Develop comfort using various digital means of communication.
4. Demonstrate proficiency in grammar and writing mechanics.
5. Work effectively with a team.
6. Develop skills in presenting to a group and a class.

**First day of classes:** January 6, 2016  
**Registration revision period:** January 17, 2016  
**Last day to request revised examination:** February 29, 2016  
**Last day to withdraw from course:** March 18, 2016  
**Last day to apply for time extension for coursework:** March 29, 2016  
**Last day of classes:** April 13, 2016

**Required Textbook:** *Business Communication Process & Product, 5<sup>th</sup> Brief Canadian Edition*, Guffey, Loewy, Rhodes and Rogin, Nelson Education Inc., 2016 – **including Style Guide.**

---

**Evaluation:**

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

<b>Evaluation Method</b>	<b>Weight</b>	<b>Date Due</b>
Chapter Quizzes	15%	On-line – complete by 9pm the 2 <sup>nd</sup> day following listing on Course Schedule
Grammar Test	10%	March 15 @9:45am Optional make-up test – April 5 @9:45am
Assignments (11)	55%	See Course Schedule
Presentation (group)	15%	April 7 or 12
Ambrose Event(s)	5%	TBD

**Course Requirements:*****Quizzes***

Chapter quizzes are to be completed by 9pm the 2<sup>nd</sup> day following listing on Course Schedule. Quizzes will be 15-20 questions in length and will 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 30 minutes to complete each quiz. Quizzes are to be done individually. It is expected that you will have reviewed the materials 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. Your lowest quiz mark of the term will be dropped.

***Grammar Module***

Proper grammar and mechanics is an important component of being able to write professionally. The Style Guide that accompanies 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 the Style Guide and by working through the CLUE reviews at the end of each chapter. On the first day of class, we will do a practice test in order to assess your current proficiency. This will not be part of your grade. The grammar test will be administered towards the end of the term and an optional make-up grammar test 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 or do additional remedial work.

***Assignments***

This is a very hands-on, practice oriented course. Accordingly, 11 assignments (many short) will be completed throughout the course. Assignments will be due as set out in the Course Schedule – typically at 5pm with some exceptions at the start of class. Details on each assignment will be available on Moodle and each should typically take 1-2 hours (though a few may take longer). Late assignments will not be accepted unless there are extenuating circumstances. Some assignments will be done individually and others in teams. Some assignments will be marked by the professor and others by your peers. Assignments will likely include the following:

1. Virtual team meeting
  2. Presentation re intercultural (peer marking)
  3. Writing improvement exercises (completion)
  4. Team writing exercise
  5. Podcast (peer marking)
-

- 
6. Blog
  7. Negative & positive messages
  8. Research
  9. Referencing
  10. Informal business report
  11. Self-assessments re working in teams (connected to team assignments)

### ***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.

### ***Ambrose Event(s)***

Students will be expected to demonstrate their communication skills at 1-2 Ambrose business related events throughout the term. More details will be provided.

### **Attendance & 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.

### **Grade Summary:**

The available letters for course grades are as follows:

<i>% Grade</i>	<i>Letter Grade</i>	<i>Description</i>
95% to 100%	A+	
90% to 94%	A	Excellent
85% to 89%	A-	
80% to 84%	B+	
76% to 79%	B	Good
72% to 75%	B-	
68% to 71%	C+	
64% to 67%	C	Satisfactory
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%. **Late assignments without legitimate reason (i.e. evidenced illness) or prior approval of the instructor will typically receive a mark of 0.**

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

---

## Policies:

All students have received an Ambrose e-mail account upon registration. It is the student's responsibility to check this account regularly as the Ambrose email system will be the professor's instrument for notifying students of important matters (Cancelled class sessions, extensions, requested appointments, etc.) between class sessions. If students do not wish to use their Ambrose accounts, it is highly recommended that they forward all messages from the Ambrose account to the other account.

During the **Registration Revision Period** students may to enter a course without permission, change the designation of any class from credit to audit and /or voluntary withdraw from a course without financial or academic penalty. These courses will not appear on the student's transcript. Courses should be added or dropped on the student portal by the deadline date, please consult the List of Important Dates. After that date, the original status remains and the student is responsible for related fees.

Students intending to withdraw from a course after the Registration Revision Period must apply to the Office of the Registrar by submitting a Request to Withdraw from a Course by the **Withdrawal Deadline**. Please consult the List of Important Dates. Withdrawal from courses after the Registration Revision period will not be eligible for tuition refund. A grade of "W" will appear on the student's transcript.

Students wishing to withdraw from a course, but who fail to do so by the applicable date, will receive the grade earned in accordance with the course syllabus. A student obliged to withdraw from a course after the Withdrawal Deadline because of health or other reasons may apply to the Registrar for special consideration.

Students, who find a conflict in their exam schedule must submit a **Revised Examination** Request form to the Registrar's Office by the deadline date, please consult the List of Important Dates. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; 2) three final exams within three consecutive exam time blocks; 3) the scheduled final exam slot conflicts with an exam at another institution; 4) extenuating circumstances. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

### 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 or seminar 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 should be used for class-related purposes only. Please do not use iPods, MP3 players, 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 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.**

### Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the 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 deadline date. Please consult the List of Important Dates. Course extensions are only granted for serious issues that arise "due to circumstances beyond the student's control".

### Appeal of Grade

An appeal for change of grade on any course work must be made to the course instructor within one week of receiving notification of the grade. An appeal for change of final grade must be submitted to the Office of the Registrar in writing within 30 days of receiving notification of the final grade, providing the basis for appeal. A review fee of \$50.00 must accompany the appeal to review final grades. If the appeal is sustained, the fee will be refunded.

---

### **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 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.