

Course ID:	Course Title:	Winter 2018
BUS 201	Business Communications	Prerequisite: BUS 100
		Credits: 3

Class Information		Instructor Information		Important Dates	
Days:	Wed/Fri	Instructor:	Angie Redecopp MBA, LLB, BEd	First day of classes:	Thu, Jan. 4
Time:	1:00-2:15pm	Email:	aredecopp@ambrose.edu	Last day to add/drop, or change to audit:	Sun, Jan. 14
Room:	A1085-2 (Airhart)	Phone:	403-874-1310	Last day to request revised exam:	Mon, Mar. 5
Lab/ Tutorial:	N/A	Office:	L2057	Last day to withdraw from course:	Fri, Mar. 16
Final Exam:	N/A	Office Hours:	Tue, Thurs 9:30-11 Wed 11-1	Last day to apply for coursework extension:	Mon, Mar. 26
				Last day of classes:	Wed, Apr. 11

Course Description

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.

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

Course Schedule

The detailed course schedule and weekly reading list on Moodle will be updated regularly and should be referred to throughout the course

Evaluation

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

Evaluation Method	Weight	Date Due
Chapter Quizzes	10%	On-line – complete by 11:55pm the 2 nd business day following listing on Course Schedule
Grammar Test	10%	March 14 and/or April 4 in class
Weekly Assignments (9)	38%	See Course Schedule
Informal Business Report	12%	March 23
Presentation (group)	15%	April 6 or 11
Ambrose Event(s)	5%	TBD
Course Contribution & Engagement	10%	

Requirements

Quizzes

Chapter quizzes are to be completed by 11:55pm the 2nd business 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, 10 assignments (9 short weekly assignments and 1 longer informal business report) will be completed throughout the course. Assignments will be due as set out in the Course Schedule – typically end of day Mondays with some exceptions. 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 typically will not be accepted unless there are extenuating circumstances (late assignment policy will apply to the

informal business report as more than 10%). 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. Referencing
9. Informal business report
10. 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.

Course contribution & participation – Students are expected to attend and participate actively in class by asking questions, answering questions, sharing knowledge and ideas, discussing problems, doing the assigned exercises and presenting model answers. If external circumstances or illness prevent you from attending or adequately preparing for and participating in class, advise the professor ahead of time. Each unexcused absence will result in a loss of 1% with each inadequate attendance (i.e. extreme late, lack of attention which includes **breach of electronic etiquette**, lack of preparedness/participation) resulting in a loss of 0.5%.

Submission of Assignments

All written assignments are to be submitted on Moodle. 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.

Assignments should be handed in by the time and date due and students will typically find they are better able to balance their different courses and other commitments if they abide by the due dates. With the exception of the following, unapproved late assignments will receive a mark of zero. Late assignments worth 10% or more of the course grade will be accepted up to two days following the due date on the following terms:

- Up to one day late = 15% penalty (this begins right after the time due)
- One-two days late = 30% penalty

Attendance

Each student is expected to regularly attend and actively participate in class. 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 (in addition to reductions to the course contribution & participation portion of the grade).

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

Because of the nature of the Alpha 4.00 system, there can be no uniform University-wide conversion scale. The relationship between raw scores (e.g. percentages) and the resultant letter grade will depend on the nature of the course and the instructor's assessment of the level of each class, compared to similar classes taught previously.

Final grades will be available on the student registration system. Printed grade sheets are not mailed out.

Ambrose University Academic Policies

Retain this syllabus for your records!

Communication

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, they will need to forward all messages from the Ambrose account to another personal account.

Registration

During the **Registration Revision Period** students may 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 or record. 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" form or by sending an email to the Registrar's Office by the **Withdrawal Deadline**; please consult the List of Important Dates on the my.ambrose.edu website. Students will not receive a tuition refund for courses from which they withdraw after the Registration Revision period. A grade of "W" will appear on their 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.

Exam Scheduling

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) the student has 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 use electronics for purposes unrelated to the course during a class session. Turn off all cell phones and other electronic devices during class. Laptops should be used for class-related purposes only. Do not use headphones. Do not text, read, or send personal emails, go on social networks, search the internet, or play computer games during class. Some professors will not allow the use of any electronic devices in 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 (information about an individual that may be used to identify that individual) may be required 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.

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 Registrar's Office in writing and providing the basis for appeal 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. 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 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 acknowledge 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.