

Course ID:	Course Title:	Winter 2024
BUS 201	Business Communication	Prerequisite: BUS 100
		Credits: 3

Class Information		Instructor Information		Important Dates	
Delivery:	In Class	Instructor:	Tamara D. Sheppard, MSc	First Day of Class:	January 10, 2024
Days:	W, F	Email:	Tamara.Sheppard@ambrose.edu	Last Day to Add/Drop:	January 21, 2024
Time:	8:15 am – 9:30 am	Phone:	403-818-9229 (call or text)	Last Day to Withdraw:	March 28, 2024
Room:	A2133	Office:	Sessional Office	Last Day to Apply for Coursework Extension:	April 2, 2024
Lab/Tutorial:	n/a	Office Hours:	By appointment	Last Day of Class:	April 12, 2024
Final Exam:	n/a				

Important Dates and Information

For a list of all important dates and information regarding participating in classes at Ambrose University, please refer to the Academic Calendar at <https://ambrose.edu/academic-calendar>.

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 of 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

1. Understand the benefits of good communication skills.
2. Develop strategies to build goodwill.
3. Evaluate the validity of source material when conducting research.
4. Create source citations and documentation.
5. Understand cultural differences when communicating verbally and non-verbally.
6. Design documents for visual appeal.

7. Use structures to craft messages depending on the purpose.
8. Make oral presentations using visual aids.
9. Develop material for the job application process.

Textbooks

Business Communication, 13th Edition By Kitty Locker, Jo Mackiewicz, Jeanine Elise Aune and Donna Kienzler © 2023

Course Schedule

Date	Class Topic/Chapter Title	Reading (before class)	Assignments Due
Jan 10	Course Overview and Introduction		
Jan 12	Succeeding in Business Communications	Chapter 1	
Jan 17	Using Goodwill for Effective Communication	Chapter 2	
Jan 19	How to Create Positive Emphasis	Chapter 2 continued	
Jan 24	Researching and Evaluating Source Material	Chapter 3	Chapter 1 and 2 Knowledge Check
Jan 26	Source Citation and Documentation	Chapter 3 continued	
Jan 31	Planning, Composing and Revising	Chapter 4	
Feb 2	How to use your Time Effectively	Chapter 4 continued	
Feb 7	Communicating Across Cultures	Chapter 5	Chapter 3 and 4 Knowledge Check
Feb 9	Non-verbal Communication across cultures	Chapter 5 continued	
Feb 14	Designing Documents	Chapter 7	Chapter 5 Knowledge Check
Feb 16	Creating Visuals	Chapter 8	
Feb 19-23	Reading Week – No Classes		
Feb 28	Crafting Positive Messages	Chapter 9	Assignment 1 Due
Mar 1	Subject Lines	Chapter 9 continued	
Mar 6	Crafting Negative Messages	Chapter 10	
Mar 8	Apologies	Chapter 10 continued	
Mar 13	Crafting Persuasive Messages	Chapter 11	

Mar 15	Why Threats and Punishment are Less Effective than Persuasion	Chapter 11 continued	
Mar 20	Making Oral Presentations	Chapter 14	Chapter 9-11 Knowledge Check
Mar 22	Designing PowerPoint Slides	Chapter 14 continued	
Mar 27-29	No classes	Prepare presentations	
Apr 3	In-class Presentations		Presentations
Apr 5	In-class Presentations		Presentations
Apr 10	Developing Job Application Material Final Class	Chapter 15	
Apr 12	Final Project Due		Final Project Due

Requirements:

Class Participation and Attendance	20 %
Chapter Knowledge Checks	20% (5% each)
Assignment 1 Visual Design	10%
Presentations	20%
Final Project – Compilation	20%

To pass the course, students must achieve an overall grade of at least 50%.

Knowledge checks and assignments are due by the day/time specified. Late assignments will not be accepted.

Attendance: 20%

Attendance is required. This communication class is interactive, and your participation adds to the learning experience of all. Please arrive on time, having read the required chapter of your textbook, and be prepared to discuss the daily topic.

Grade Summary:

The available letters for course grades are as follows:

Grade	% Grade	Interpretation	Grade Points
A+	95-100%	Excellent	4.00
A	90-94%		4.00
A-	85-89%		3.70
B+	80-84%	Good	3.30
B	76-79%		3.00
B-	72-75%		2.70
C+	68-71%	Satisfactory	2.30
C	64-68%		2.00
C-	60-63%		1.70

D+	55-59%	Poor	1.30
D	50-54%	Minimal Pass	1.0
F	0-49	Failure	0.00
P		Pass	No Grade Points

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.

Please note that final grades will be available on student registration system. Printed grade sheets are not mailed out.

Other:

Ambrose University Important Policies & Procedures:

Registration

Registration is the process of selecting and enrolling in classes for upcoming semesters. Only students who are registered will be permitted to attend class and receive a grade for the course. You are responsible for ensuring that the courses you take are appropriate for your program, that they do not have any scheduling conflicts, that they have the necessary prerequisites and that they meet all degree requirements.

Withdrawal From A Course

Prior to the Add/Drop deadline: through the student registration system whereby course(s) will be removed with no academic or financial penalty. After the Add/Drop deadline and until the Withdrawal deadline: through submission of the 'Withdrawal from Course' form whereby course(s) will remain on the permanent academic record/transcript with the symbol 'W'. (See ambrose.edu/registrar/request-forms.) Students who withdraw from more than 30 credits attempted at Ambrose University will be required to withdraw from their program. Students considering withdrawing from courses are encouraged to discuss with their Faculty Advisor and/or the Office of the Registrar questions relating to their withdrawal decision specifically relating to financial assistance, study permit requirements, prerequisites for subsequent courses, readmission, and/or graduation timeline. Students who do not formally withdraw from a course are still considered registered in the course, even if they are no longer attending classes. In this case, students will be assigned a grade based on coursework completed as per the course syllabus and are responsible to pay the tuition and fees assessed for the course. Under extenuating circumstances, students may request from the Office of the Registrar a course(s) withdrawal after the Withdrawal deadline and until the last day of classes. Extenuating circumstances typically consider situations such as medical emergencies, compassionate grounds, or unforeseen conditions/situations beyond the students' control that arise after the start of the semester and are considered on a case-by-case basis. Supporting documentation from a physician or Registered Health Professional must accompany this request.

Coursework Extensions

Should a request for a time extension on coursework exceed the end of the term, a *Coursework Extension Application* must be completed and submitted to the Office of the Registrar. The extension (if granted) will be recorded on the student record. Extensions are granted at the discretion of the instructor and registrar. If granted, time extensions do not excuse you from a final examination where one has been scheduled for the course. More conditions apply.

Exam Scheduling

Students who find a conflict in their exam schedule must submit a *Revised Final Exam Time Application* to the Office of the Registrar by the deadline noted in the Academic Calendar. Requests will be considered for the following reasons only: 1) the scheduled final examination slot conflicts with another exam; or 2) the scheduled final examination slot results in three consecutive examination periods. Travel is not considered a valid excuse for re-scheduling or missing a final exam.

Communication

Your Ambrose email account is the University's primary and official mode of communication with you. Information delivered to your Ambrose email is considered official notification. Ambrose University is not responsible for your failure to receive important information delivered to your Ambrose email.

Lecture Recording

The recording of lectures or any other classroom academic activity, other than an audio recording as an accommodation, is prohibited except at the discretion of the instructor. Any use other than that agreed upon with the instructor constitutes academic misconduct and may result in suspension or expulsion. Permission to allow a lecture recording is not a transfer of any copyrights, so such recordings may be used only for individual or group study with other students enrolled in the same class and may not be reproduced, transferred, distributed or displayed in any public or commercial manner. Student must destroy recordings in any, and all formats at the end of the semester in which they are enrolled in the class. All

students recording lectures, must sign the Permission Form to audio record lectures which is available through the Office of the Registrar.

Standards of Behaviour in the Classroom Setting

Learning is an active and interactive process, a joint venture between student and instructor and between student and student. Some topics covered within a class may lead to strong reactions and opinions. It is important that Students understand that they are entitled to hold contradictory beliefs and that they should be encouraged to engage with these topics in a critical manner. Committing to this type of "active learning" significantly increases the learning experience for both teacher and student, and reflects the Christian imperative to pursue truth, which lies at the heart of the Ambrose educational experience. However, active discussion of controversial topics will be undertaken with respect and empathy, which are the foundations of civil discourse in the Classroom Setting. Primary responsibility for managing the classroom rests with the instructor. The instructor may direct a student to leave the class if the student engages in any behaviour that disrupts the classroom setting. If necessary, Ambrose security will be contacted to escort the student from class.

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. 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.

Academic Policies

It is the responsibility of all students to become familiar with and adhere to academic policies as stated in the Academic Calendar. The academic calendar can be found at <https://ambrose.edu/academics/academic-calendar>

Privacy

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.

Academic Success and Supports

Accessibility Services

Academic accommodation is provided to Ambrose students with disabilities in accordance with the Alberta Human Rights Act and the Canadian Charter of Rights and Freedoms. Provision of academic accommodation does not lower the academic standards of the university nor remove the need for evaluation and the need to meet essential learning outcomes. Reasonable accommodations are tailored to the individual student, are flexible, and are determined by considering the barriers within the unique environment of a postsecondary institution. It can take time to organize academic accommodations and funding for disability-related services. Students with a disability who wish to have an academic accommodation are encouraged to contact Accessibility Services as early as possible to ensure appropriate planning for any needs that may include accommodations. Staff can then meet with students to determine areas to facilitate success, and if accommodations are required, ensure those accommodations are put in place by working with faculty.

Learning Services

Learning Services provides support with

- **research and communication skills** (e.g., writing a paper, researching, giving a presentation), and
- **subject-specific skills** (e.g., solving a chemistry problem, reconciling a general ledger, understanding a philosophical argument).

We offer workshops, one-to-one tutoring, and more, and all of our services are **free** to students currently enrolled at Ambrose University. To learn more, please visit <https://ambrose.edu/sas/learning-services>.

Mental Health Support

All of us need a support system. We encourage students to build mental health supports and to reach out when help is needed.

On Campus:

- Counselling Services: ambrose.edu/counselling
- For immediate crisis support, there are staff on campus who are trained in Suicide Intervention Skills and can help you access mental health support. See <https://ambrose.edu/student-life/crisissupport> for a list of staff members.
- For additional wellness resources go to the Ambrose wellness page: <https://ambrose.edu/wellness>

Off Campus:

- Distress Centre - 403-266-4357
- Alberta Mental Health Helpline - 1-877-303-2642 (Toll free)
- Sheldon Chumir Health Care Centre - 403-955-6200
- Emergency - 911

Sexual Violence Support

We are committed to supporting students who have experienced gender based sexual violence in the past or while at Ambrose. Many of the staff, faculty, and student leaders have received Sexual Violence Response to Disclosure training. We will support you and help you find the resources you need and you can access information about reporting. Information about the Sexual Violence policy and on and off campus supports can be found on our website— ambrose.edu/sexual-violence-response-and-awareness.

Off Campus:

- Alberta's Oneline for Sexual Violence - 1-866-403-8000 call or text
- Clinic: Sheldon Chumir Health Centre - 403-955-6200
- Calgary Communities Against Sexual Abuse - 403-237-5888
- Chat: www.calgarycasa.com

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