

MOS 2205F (530)
Business Communications
School of Behavioural and Social Science

Contact	Class	Office Hours
Dr. Peggy O'Neil poneil2@uwo.ca	Wednesdays 8:30 pm to 11:30 am BR 2013 (Academic Pavilion)	Tuesdays 3:30 pm to 5:30 pm Online via Zoom (Link/Passcode posted to OWL)

COURSE DESCRIPTION

An examination of the written, oral and visual aspects of business communication. Topics include genres of workplace writing; positive, negative and persuasive messages; oral communication; and employment seeking communications.

Antirequisite(s): Business Administration 3302Y (Year Three required course in HBA), Human Ecology 2266F/G, Writing 1031F/G, Writing 2111F/G.

Prerequisite(s): Enrolment in BMOS, the Diploma in Management Studies, Leadership Studies, or with permission of the instructor.

COURSE STRUCTURE

You can expect to spend approximately seven hours per week on this course. On average you might spend:

- 2 hours preparatory work: reading articles, chapters, and reports; watching videos
- 3 hours attending class
- 2 hours working on course evaluation assignments

Depending on how much effort you put in and how fast you read, these times will vary.

COURSE CONTENT (LEARNING PLAN)

A weekly Learning Plan, including topics covered, learning outcomes, preparatory work, and due dates, for this course is posted on OWL under Resources. Following this plan is your responsibility.

COURSE LEARNING OUTCOMES

Upon successful completion of this course students will be able to:

1. Describe the key principles and considerations of effective business communication,
2. Create messages for different purposes that meet audience needs,
3. Build written communication competence through writing assignments,
4. Evaluate experiences by writing reflectively for various activities,
5. Incorporate culturally mindful and inclusive language in all messages,

6. Plan and deliver effective presentations,
7. Create a polished resume and professional profile on LinkedIn, and
8. Model effective interpersonal skills and professionalism through in-class activity participation.

Student competency levels on these outcomes will vary. You can expect to achieve these outcomes if you complete all learning activities in good faith and on time, honour course policies, demonstrate comprehension of the course content, and meet all other course expectations of you as a student.

BRESCIA UNIVERSITY COLLEGE COMPETENCIES

Primary competencies developed in this course include:

1. Communication – Level 4
2. Critical Thinking – Level 3
3. Inquiry & Analysis – Level 2
4. Problem Solving – Level 2
5. Self-Awareness and Development – Level 3
6. Social Awareness and Engagement – Level 2

See https://brescia.uwo.ca/about/competency_based_learning/index.php for a detailed description of each competency.

REQUIRED COURSE MATERIALS

Cardon, P. and Stevens J. Business Communication: *Developing Leaders for a Networked World (First Canadian Edition)*, McGraw-Hill Ryerson 2021. Print Text ISBN: 9781260326970 eBook ISBN: 9781260889734 Available at the Western Bookstore at: https://bookstore.uwo.ca/textbook-search?campus=BR&term=W2022A&courses%5B0%5D=530_BR/MOS2205F

Weekly Readings and videos posted on OWL.

COURSE EVALUATION: LEARNING TASKS

All deadlines are Wednesdays at 8:30 am EST, unless otherwise stated.

Learning Task	Timing	Learning Outcomes	Brescia Competency	Weight
Learning Task 1: Business Communications Community of Practice	Weekly	All	All	25%
Learning Task 2: Short Writing Assignments (3)	See Weekly Learning Plan	All	All	30%
Learning Task 3:	November 23 rd	2,5,6	1,2,3,4,6	20%

Persuasive Presentation				
Learning Task 4: Informational Interview Reflection Paper	December 7 th	2,3,4,5	1,2,3,5	25%

Evaluation Policies

You must complete all evaluation components to pass the course. I will not re-weight course components unless you have received an academic accommodation. I will not adjust grades based on need. Your mark in the course will be the mark that you earn based on your comprehension of course content. Extra credit assignments are not available, and evaluations cannot be rewritten to obtain a higher mark. Once you have completed an evaluation, you are committed to the mark you earned.

Late assignments without an academic accommodation will receive a “0.” All assignments are subject to institutional academic integrity standards. All assignments are subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All assignments submitted for such checking will be included as source documents in the reference database to detect plagiarism of assignments subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Learning Tasks: Evaluation Component Descriptions

Learning Tasks (LTs) are the graded assignments you complete to demonstrate that you have achieved the learning outcomes and Brescia Competencies required to successfully complete this course. Detailed instructions, templates, examples, and grading rubrics are available on OWL.

Learning Task 1: Business Communications Community of Practice

For this assignment, you will apply Wenger & Trayner’s social learning theory, *communities of practice*, to guide your personal development and contributions to your peers in order to foster a positive, helpful learning environment in which, together, learning outcomes are achieved.

It is expected that you will be present and prepared for every class and share your views in our discussions. If you must miss class, it is your responsibility to let me know and discuss ways in which you might contribute and learn despite your absence.

Your weekly contributions will include reading chapters/resources posted to OWL, participating in class in a professional, collegial manner, helping peers grow by welcoming and inviting their ideas, articulating how class content relates to yours and others’ lived experiences, and communicating how materials and class discussions relate to business and life. In addition, you will help each other by providing fair and helpful feedback, sharing respectfully your world view which may differ from your peers’ perspectives, and widening our shared frame of reference with unique and challenging examples. Self, team, and whole-class assessments will be done at the end of class each week. At the end of the term, you will write a short paragraph reflecting on and assessing your strengths and areas of growth in building a successful business communications community of practice/learning environment.

Learning Task 2: Short Writing Assignments

There will be three short writing assignments worth a total of ten per cent each. Instructions for each assignment will be provided approximately two weeks in advance of the due date. All assignments are due through Turnitin, via OWL Assignments.

Learning Task 3: Persuasive Presentation

Pairs of students will make a persuasive presentation to the class. Team member names and topics must be submitted **by Wednesday, October 7, 2022** for approval. Pairs may choose any topic of interest to them, but sample topics will be provided for consideration.

Learning Task 4: Informational Interview Reflection Paper

An informational interview is a meeting (either in person, over the phone, or through a program such as Zoom) with an experienced professional intended to help a student gather information about an occupation or industry of interest. Family members or close family friends **should not** be approached for the informational interview assignment. Each student will be responsible for finding an individual to interview. If you need help finding someone in a field of interest, please let me know and I will do my best to use Brescia's Alumnae Network or my personal network to connect you with an interviewee. Please do not leave this until the last minute as may not be possible to secure an interviewee on short notice. A reflection paper will allow you to consider what you learned through the experience, how the experience relates to the course and other courses, and how the experience will influence your future job search strategy.

COURSE POLICIES

Teaching Methodology and Expectations of Students

Students are expected to complete the preparatory work *before* they attend class where it will be discussed. Each class session may include a combination of mini-lectures, case discussions, active learning activities (individual and team), and guest speakers.

COVID-19 Resurgence

In the event of a COVID-19 resurgence during the course that necessitates the course moving away from in-person delivery, course content may be delivered online either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). There may also be changes to any remaining assessments at the discretion of the course instructor. In the event of a COVID-19 resurgence, detailed information about the impact on this course will be communicated by the Office of the Provost and by the course instructor.

Attendance

This course is delivered in-person. As such, attendance is in person only and attendance through other means (e.g., Zoom) is not available. Attendance at all classes in this course is expected; however, circumstances may arise which make it impossible for you to attend class. In the situation of an extended absence (see the final two pages of this outline), please discuss with your Academic Advisor.

Under University regulations, your instructor can determine at which point absenteeism has become excessive and approach the Provost, who may stop your paper from being marked, thus preventing you from passing the course. **At the discretion of the instructor, any student who misses more than 25%**

of scheduled classes will receive an Learning Task 1 (Business Communications Community of Practice) grade of “0” for the course.

Preferred Method of Contact

If you have questions about the course content or an activity or assignment, please check OWL Forums to see whether your question has been answered. If you cannot find the information you need, please post your question on OWL Forums, so other students can benefit from your question.

If you would like to discuss something personal, please contact me through email. You can also visit me during my office hours (Tuesdays 3:30-5:30pm via Zoom meeting. Link and other information are posted to OWL).

Email

I check email daily from Monday to Friday up to 6:00pm. I do not check email late in the evenings or on weekends.

Appointments

Students are welcome to meet with me during office hours, digitally via Zoom meetings on Tuesdays from 3:30-5:30pm., or by arranging an appointment at a mutually convenient time. Be on time for your appointment, have an objective for the discussion and let me know in advance which Learning Task or topic you wish to discuss, so I can be prepared.

Student Use of Technology in Class

The nature of the classroom requires that electronic devices (laptops, tablets, and/or smart phones) be used to participate in class activities. There will be times where students will be asked to close or put devices away. Students are asked to fully cooperate with in-class instructions. Failure to cooperate and using devices for non-class activities (i.e., texting, checking email, checking social media pages, etc.) will result in an immediate “0” in Learning Task 1 (Business Communication Community of Practice) for that class. Recording devices of any kind (camera, recorders, phones, etc.) **may not be operated without my consent.**

Assignment Authoring

All Learning Tasks must be researched and written by the individual student. While you may use the internet to conduct research, your work must be your own. Using another person’s work without citation may result in an academic penalty.

Privacy

To respect privacy laws and the privacy of individual students, all grades will be distributed on OWL only. I will discuss your grades only with you. Please do not share or compare your grades. I cannot share information about another student’s grades, so discussions comparing grades between students will not be entertained.

Academic Accommodation

If, on medical or compassionate grounds, a student is unable to complete a course component worth **greater than 10 per cent** of the final course grade, it is the responsibility of the student to consult with an Academic Advisor and follow the procedures documented in the “Policy regarding makeup exams and extensions of deadlines” on the final pages of this outline. You should contact me as soon as

possible to discuss your accommodation. Failure to do so will void your accommodation. For academic accommodation to be considered for any course component **worth less than 10 per cent of the final course grade**, it is the responsibility of the student to approach me in a timely fashion (within two business days of the missed deadline). Documentation may be required to be submitted to the academic advisor. If documentation is required, the request for accommodation will be decided by the academic advisor in consultation with me. If documentation is not required, I will make the final decision.

DROPPING A COURSE

To drop a course without academic penalty, you must drop the course by the following dates:

Fall Term Half Credit Course	November 12, 2022
Winter Term Half Credit Course	March 7, 2023

For further details, check the online academic calendar in the registrar's website. To book an appointment with one of Brescia's Academic Advisors use one of the methods below:

web:	https://brescia.uwo.ca/the_hive.php
phone:	519-858-5151
email:	brescia@uwo.ca

If you are registered at another campus, please make an appointment to see your academic advisor at your home campus.

2022-23 BRESCIA UNIVERSITY COLLEGE ACADEMIC POLICIES AND REGULATIONS

1. POLICY REGARDING ACADEMIC ACCOMMODATION

The complete policy regarding Accommodation for Illness - Undergraduate Students can be found at

https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_135

Students who have long-term or chronic medical conditions which may impede their ability to complete academic responsibilities should seek Academic Accommodation through Student Accessibility Services

(https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_10).

Personal commitments (e.g., vacation flight bookings, work schedule) which conflict with a scheduled test, exam or course requirement are **not** grounds for academic accommodation.

Students who experience an illness or extenuating circumstance sufficiently severe to temporarily render them unable to meet academic requirements may submit a request for academic consideration through the following routes:

1. For medical absences, submitting a **Student Medical Certificate (SMC)** signed by a licensed medical or mental health practitioner;
2. For non-medical absences, submitting **appropriate documentation** (e.g., obituary, police report, accident report, court order, etc.) to their Academic Advisor. Students are encouraged to contact their Academic Advisor to clarify what documentation is acceptable.

Request for Academic Consideration for a Medical Absence

When a student requests academic accommodation (e.g., extension of a deadline, a makeup exam) for work representing 10% or more of the student's overall grade in the course, it is the responsibility of the student to provide acceptable documentation to support a medical or compassionate claim. All such requests for academic accommodation **must** be made through an Academic Advisor and include supporting documentation.

Academic accommodation for illness will be granted only if the documentation indicates that the onset, duration and severity of the illness are such that the student could not reasonably be expected to complete their academic responsibilities. Minor ailments typically treated by over-the-counter medications will not normally be accommodated.

The following conditions apply for students seeking academic accommodation on medical grounds:

1. Students must submit their Student Medical Certificate (SMC) along with a request for relief specifying the nature of the accommodation being requested no later than two business days after the date specified for resuming responsibilities. An SMC can be downloaded from https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf;
2. In cases where there might be an extended absence or serious issue, students should submit their documentation promptly and consult their Academic Advisor for advice during their recovery period;
3. Whenever possible, students who require academic accommodation should provide notification and documentation in advance of due dates, scheduled tests or examinations, and other academic requirements;
4. Students **must** communicate with their instructors **no later than 24 hours** after the end of the period covered by the SMC to clarify how they will fulfil the academic expectations they may have missed during the absence;

5. Appropriate academic accommodation will be determined by the Dean's Office/Academic Advisor in consultation with the course instructor(s). Academic accommodation may include extension of deadlines, waiver of attendance requirements, arranging Special Exams (make-ups), re-weighting course requirements, or granting late withdrawal without academic penalty.

2. ACADEMIC CONCERNS

If you feel that you have a medical or personal challenge that is interfering with your work, contact your instructor and Academic Advisor as soon as possible. Problems may then be documented and possible arrangements to assist you can be discussed at the time of occurrence rather than on a retroactive basis. Retroactive requests for academic accommodation on medical or compassionate grounds are not normally considered.

If you think that you are too far behind to catch up or that your work load is not manageable, you should consult your Academic Advisor (https://brescia.uwo.ca/enrolment_services/academic_advising/book_an_appointment.php). If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines; please contact your Academic Advisor or see the list of sessional dates in the Academic Calendar (<https://www.westerncalendar.uwo.ca/SessionalDates.cfm?SelectedCalendar=Live&ArchiveID=>).

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. *Note that dropping a course may affect OSAP eligibility and/or Entrance Scholarship eligibility.*

3. ABSENCES

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Please note that for asynchronous online courses, attendance or participation requirements maybe different than for synchronous or in-person courses.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work, and arrange academic accommodations if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory (https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=5&SelectedCalendar=Live&ArchiveID=#Page_64).

4. SCHOLASTIC OFFENCES

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence at: https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page_20.

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences. Note that such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a

candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. Students are advised to consult the section on Scholastic Discipline for Undergraduate Students in the Academic Calendar.

If you are in doubt about whether what you are doing is inappropriate or not, consult your instructor, the Academic Dean's Office, or the Registrar. A claim that "you didn't know it was wrong" is not accepted as an excuse.

The penalties for a student guilty of a scholastic offence (including plagiarism) include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com.

Computer-marked Tests/exams:

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating. Software currently in use to score computer-marked multiple-choice tests and exams performs a similarity review as part of standard exam analysis.

5. PROCEDURES FOR APPEALING ACADEMIC EVALUATIONS

All appeals of a grade must be directed first to the course instructor. If the student is not satisfied with the decision of the course instructor, a written appeal is to be sent to the School Chair. If the response of the Chair is considered unsatisfactory to the student, they may then submit a written appeal to the Office of the Dean. If the student is not satisfied with the decision of the Dean, they may appeal to the Senate Review Board Academic (SRBA), if there are sufficient grounds for the appeal and if the matter falls within the jurisdiction of the SRBA. For information on academic appeals consult your Academic Advisor or see the Student Academic Appeals – Undergraduate in the Academic Calendar

<https://www.westerncalendar.uwo.ca/PolicyPages.cfm?Command=showCategory&PolicyCategoryID=1&SelectedCalendar=Live&ArchiveID=#Page 14>.

Note that final course marks are not official until the Academic Dean has reviewed and signed the final grade report for the course. If course marks deviate from acceptable and appropriate standards, the Academic Dean may require grades to be adjusted to align them with accepted grading practices.

6. PREREQUISITES

Unless you have either the prerequisites for a course or written Special Permission from the Dean to enroll in it, you will be removed from the course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisite(s).

7. SUPPORT

Support Services

The Brescia University College Registrar's website, with a link to Academic Advisors, is at <http://brescia.uwo.ca/academics/registrar-services/>. Students can access supports through Brescia's Student Life Centre (<http://brescia.uwo.ca/life/student-life/>) and Learning Development & Success at Western (<https://www.uwo.ca/sdc/learning/>).

Mental Health and Wellness

Students may experience a range of issues that can cause barriers to your learning, such as increased anxiety, feeling overwhelmed, feeling down or lost, difficulty concentrating and/or lack of motivation. Services are available to assist you with addressing these and other concerns you may be experiencing. You can obtain information about how to obtain help for yourself or others through **Health & Wellness at Brescia**, <https://brescia.uwo.ca/student-life/health-and-wellness/index.php> and **Health and Wellness at Western**, <http://uwo.ca/health/mental-wellbeing/index.html>.

Sexual Violence

All members of the Brescia University College community have a right to work and study in an environment that is free from any form of sexual violence. Brescia University College recognizes that the prevention of, and response to, Sexual Violence is of particular importance in the university environment. Sexual Violence is strictly prohibited and unacceptable and will not be tolerated. Brescia is committed to preventing Sexual Violence and creating a safe space for anyone in the Brescia community who has experienced Sexual Violence.

If you or someone you know has experienced any form of Sexual Violence, you may access resources at <https://brescia.uwo.ca/safe-campus/sexual-violence/index.php>.

Portions of this document were taken from the Academic Calendar, the Handbook of Academic and Scholarship Policy, and the Academic Handbook of Senate Regulations. This document is a summary of relevant regulations and does not supersede the academic policies and regulations of the Senate of the University of Western Ontario.
