

BUS 201

Management Principles & Communication

Number of credits: 3

Prerequisite: BUS 100

Semester: Winter 2015
Days: Mondays – 9-11:45 am
Room: A2141

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Office Hours: Mon/Thurs 1-3pm

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.

The focus of the class will be on business communications in a management setting.

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.

First day of classes: January 7, 2015
Registration revision period: January 18, 2015
Last day to request revised examination: March 2, 2015
Last day to withdraw from course: March 20, 2015
Last day to apply for time extension for coursework: March 30, 2015
Last day of classes: April 10, 2015

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

Evaluation:

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 Wednesday’s @ 9pm
Grammar module	10%	Diagnostic test #2 – Mar 9 Diagnostic test #3 – Mar 30 (optional)
Weekly Assignments (8-10)	40%	Most Friday’s at 5pm
Formal business report (individual)	20%	March 16
Presentation (group)	15%	April 6 (interim steps prior)

Course Requirements:***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 30 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 unless there are extenuating circumstances. 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 (one or two 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
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6. Referencing (connected to individual business report assignment)
 7. Proposal (connected to individual business report assignment) - tentative
 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.

Submission of Assignments:

Separate instructions for each assignment (other than the current event presentation which will have the wiki sign-up only) will be posted on Moodle. All written assignments are to be submitted on Moodle.

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 (in addition to the direct effect on the round table and 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+	Excellent
90% to 94%	A	
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	
0% to 49%	F	Minimal Pass 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.

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.

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.