



Carleton
UNIVERSITY

SPROTT
SCHOOL OF BUSINESS

BUSI 5906
Special Topics: Business Communication
Winter 2021

Instructor: Rhonda Kornberger

Email: rhondakornberger@cunet.carleton.ca

Office Hours: By appointment (please email 24 hours in advance)

Modality: Online 2 hours synchronous (*on Zoom – Thursdays 11:30AM – 1:30PM EST*)
1 hours asynchronous
*timing may change to suit class needs

Course Description:

Having the skills and confidence to communicate effectively is fundamental to academic success. However, understanding the expectations of writing and speaking assignments and expressing ideas clearly can be challenging, particularly for students entering the MBA program from different academic or language backgrounds. This course will focus on the concepts and principles related to critical thinking, composing logical arguments, writing and presenting ideas persuasively to prepare for students for the range of communication tasks they will face in their MBA courses.

Learning Objectives:

By the end of the course, students should be able to:

- analyze texts to identify audience, purpose, structure and content.
- use the writing process to complete communication tasks.
- write and present a clear and coherent paper by:
 - thinking critically to analyze a topic and develop a persuasive argument
 - incorporating relevant supporting materials
 - organizing text using a logical structure and appropriate formatting (headings and subheadings)
 - using clear, concise and accurate language
 - including standard academic conventions (citations and references)
 - using feedback to evaluate and improve work
 - incorporating visual communication

Course Prerequisites:

Permission of the School



Required Materials:

There is no textbook for the course. Readings and required materials will be available on cuLearn.

A webcam is required for synchronous classes.

Drop Course Policy:

The deadline for academic withdrawal is the last day of classes (each term).

Grading Scheme:

Each component of your grade will be assigned a percentage score. Your final course grade will be a weighted average of each of these components.

Participation and Preparation	20%
• Consistent and active participation	8%
• Preparation tasks	12%
Personal Writing Analysis	10%
Term Project	
• Paper	40%
- Proposal/Outline	5%
- Draft	10%
- Final paper	25%
• Group Presentation	30%
- Presentation	20%
- Evaluations	10%
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Total	100%

Your instructor reserves the right to adjust this weighting to fit changing class needs.

Assignments:

The information below provides an overview of the assignments. Detailed guidelines and evaluation criteria will be provided during class and/or posted on cuLearn.

- **Preparation Tasks:** Before each class you will read a series of articles and complete a short task to demonstrate your understanding of the concepts covered in the materials. Please come to each class prepared to discuss the readings and your completed task. Preparation tasks are graded on a pass/fail basis. To receive credit, **you must attend class and submit your completed assignment on cuLearn before class.**
- **Personal Writing Analysis:** You will use the SWOT framework to write a 2-page paper analyzing the factors that positively and negatively impact your writing. This purpose of this assignment is to develop a better understanding of yourself as a writer and to practice the foundational writing and organizations skills covered early in the course.

- **Term Project:** Through-out the term you will work on a project to practice the writing and presentation skills covered in the course. The theme for the project is *employee satisfaction*. In the first class, you will sign up for a topic group that will explore a key contributor to employee satisfaction in detail. The project has two components an individual paper and a group presentation.
 - **Paper:** You will write a paper discussing the role that your topic plays in employee satisfaction. The paper is divided into three assignments that follow the stages of the writing process. This is an individual assignment. Although your group members will be writing on the same topic, your paper should reflect your own research and original insights on the topic.
 - **Presentation:** In your group, you will prepare and deliver a 10-minute presentation to demonstrate the key role that your topic plays in employee satisfaction and recommend how businesses can best respond. Presentations should reflect an in-depth understanding of the topic and the communication skills covered in the course. In addition, you will evaluate the strengths and weaknesses of the group presentations. These evaluations will be a component of the grade for this assignment.

Late Assignments:

To ensure fairness for all students, penalties will be applied to late assignments. Failure to submit an assignment on time will result in a 20% deduction for assignments handed in no later than 3 days after the due date. Late assignments must be completed within 3 days of the due date. Failure to submit an assignment within 3 days of the due day will result in a grade of 0.

If you are unable to complete an assignment due to serious illness or other critical circumstances, you must contact your instructor **before the due date**, explaining why the assignment will be late. At the instructor's discretion, you may receive an extension.

Please note that extensions will not be granted for Preparation Tasks.

Consistent and Active Participation:

Your grade will be determined by your consistent and active participation throughout the 6-week term. This means attending all synchronous Zoom classes and arriving on time, completing readings and preparation tasks, contributing to discussions, using your webcam when speaking in class or working in breakout rooms, providing meaningful and respectful feedback to classmates and collaborating with group members.

As well, you will complete the Centre for Student Academic Support (CSAS) academic integrity online workshop. **You must complete by the workshop by March 18, 2021 to receive credit.**

- For complete workshop descriptions please visit the CSAS website: <https://carleton.ca/csas/learning-support-workshops/>
- To access the online workshops, please self-enroll through the CSAS Online Learning Community: <https://carleton.ca/csas/online-support/>

TENTATIVE COURSE SCHEDULE

Weekly readings and prep work will be posted on cuLearn.

Week	Weekly Topics	Preparation Tasks Due on cuLearn before class	Due Dates
1 March 11	Course Overview and Introductions Audience and Purpose Sentences and Paragraphs Topics for Term Project	Text Analysis	
2 March 18	Writing Process Organization Avoiding Plagiarism	Academic Integrity Workshop Reverse Outline	Personal SWOT Analysis – submit on cuLearn before class (March 18)
3 March 25	Argumentation Critical Thinking Supporting Ideas	Argument Analysis	Proposal/Outline – submit on cuLearn before midnight (March 25)
4 April 1	Presentations Clear and Concise Language Accurate Language	Presentation Analysis	
5 April 8	Proof Reading and Editing Transitions Peer Review	Text Revision	Draft – submit on cuLearn before class (April 8)
6 April 15	Final Presentations Individual meetings with instructor to review feedback on draft		Final Presentation – submit slides and presentation notes before class (April 15) Presentation Evaluations (April 18) Final Paper (April 22)

Please consult cuLearn for updates.

ADDITIONAL INFORMATION

Course Sharing Websites:

Materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

Group Work:

The Spratt School of Business encourages group assignments. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, followership and other group skills. Group assignments are also an effective way to learn integrative skills for putting together a complex task. Your professor may assign one or more group tasks, assignments, or projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Peer Evaluation for Group Work

To deter social loafing and ensure fairness in grading, you will be asked to assess the contribution of your fellow group members. This information will be used when assigning the grade for the final project. The procedure is as follows: Each student should take 100 points and allocate those points to the various members of the group (including him or herself) to reflect the contributions made by each member. For instance, if there are four members in a group and everyone contributed equally, each individual would receive 25 points. Conversely, if an individual contributed relatively little, the remaining group members might allocate few points to that member. To ensure that these peer evaluation scores are reasonable and free from personal bias, you will be asked to provide a detailed written explanation for your point allocation.

Letter Grades:

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59	F = Below 50
A = 85-89	B = 73-76	C = 63-66	D = 53-56	
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52	

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

Academic Regulations:

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodation:

You may need special arrangements to meet your academic obligations during the term. For an accommodation request, the processes are as follows:

- **Pregnancy**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **Religious Obligations**

Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. For more details, visit the Equity Services website: <https://carleton.ca/equity/wp-content/uploads/Student-Guide-to-Academic-Accommodation.pdf>

- **Students with Disabilities**

If you have a documented disability requiring academic accommodations in this course, please contact the Paul Menton Centre for Students with Disabilities (PMC) at 613-520-6608 or pmc@carleton.ca for a formal evaluation or contact your PMC coordinator to send your instructor your Letter of Accommodation at the beginning of the term. You must also contact the PMC no later than two weeks before the first in-class scheduled test or exam requiring accommodation (if applicable). After requesting accommodation from PMC, meet with your instructor as soon as possible to ensure accommodation arrangements are made. <https://carleton.ca/pmc/>

- **Survivors of Sexual Violence**

As a community, Carleton University is committed to maintaining a positive learning, working and living environment where sexual violence will not be tolerated, and its survivors are supported through academic accommodations as per Carleton's Sexual Violence Policy. For more information about the services available at the university and to obtain information about sexual violence and/or support, visit: <https://carleton.ca/sexual-violence-support/>

- **Student Activities**

Carleton University recognizes the substantial benefits, to both the individual student and the university, that result from participating in activities beyond the classroom experience. Reasonable accommodation will be provided to students who compete or perform at the national or international level. Please contact your instructor with any requests for academic accommodation during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist. <https://carleton.ca/senate/wp-content/uploads/Accommodation-for-Student-Activities-1.pdf>

For more information on academic accommodation, please contact the departmental administrator or visit: <https://students.carleton.ca/course-outline/>

Academic Integrity:

Violations of academic integrity—presenting another’s ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student—are a serious academic offence, weaken the quality of the degree, and will not be tolerated. Penalties may include; a grade of Failure on the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at: <https://carleton.ca/registrar/academic-integrity/>

Centre for Student Academic Support:

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: <https://carleton.ca/csas/>

Other Important Information:

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- For us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CARLETON address. Therefore, in order to respond to your inquiries, please send all email from your Carleton email account. If you do not have or have yet to activate this account, you can do so by visiting <https://carleton.ca/its/get-started/new-students-2/>