DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION
COURSE OUTLINE – FALL 2022
BA2000 EC: BUSINESS COMMUNICATIONS I – 3 (3-1-0) UT 60 HOURS FOR 15 WEEKS

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR:	Shawn DeGreeve	**PHONE:**	780-539-2093
OFFICE:	C307	**E-MAIL:**	sdegreeve@nwpolytech.ca
OFFICE HOURS:	Monday 8:30 – 10:00am	Thursday 1:30 – 3:00pm or Appointment	

*All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc..). Emails that do not follow the above requirements will not be responded to.

CALENDAR DESCRIPTION: Through a seminar approach, this course explores the many ethical dimensions of business and includes a major group project for which class time is allotted.

PREREQUISITE(S): BA1010, BA1090, BA1110, BA1150, and BA1380

REQUIRED TEXT/RESOURCE MATERIALS:
Lawrence, A. & Weber, J. (2020). *Business and society: Stakeholders, ethics, public policy* (16th edition). McGraw-Hill Education. ISBN 9781260140453. Please note: this is an e-text requires Connect access in order to fulfil the requirements of the course.
Computer and Internet Requirements : https://www.nwpolytech.ca/doc.php?d=TECHREQ

DELIVERY MODE(S):
Asynchronous (online) – This type of course will be delivered online through NWP's learning management system. There are no set class times and students attend remotely and asynchronously.
COURSE OBJECTIVES:
• To enhance research/observation skills

- To develop critical/creative thinking skills
- To gain an appreciation of ethical implications of business policy
- To garner an appreciation of globalization processes
- To improve presentation and facilitation skills
- To serve as a capstone marketing experience integrating knowledge from other courses and disciplines
- To experience a major project involving "real life" risks and opportunities
- To enhance project management skills
- To enhance team skills

LEARNING OUTCOMES:

- Demonstrate competency in critical thinking by effectively researching, debating and presenting the complexities of a number of business issues from a variety of perspectives
- Make a substantial organizational and strategic contribution to the development of the Business Conference
- Demonstrate effective teamwork skills through the organization of the Business Conference
- Demonstrate good writing and presentation skills

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page http://www.transferalberta.ca.

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Note: In order to pass BA2000:

1. All assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of **50%** on the Final Exam in order to pass the course
3. You must achieve a minimum score of **50%** on for your course work in order to pass the course

Analysis Paper	10%
Business Conference Project	25%
Connect Activities	15%
Discussion Responses	10%
Quizzes	10%
Final Exam	30%
Total	**100%**

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor) Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100		C+	2.3	67-69
A	4.0	85-89		C	2.0	63-66

A-	3.7	80-84		C-	1.7	60-62
B+	3.3	77-79		D+	1.3	55-59
B	3.0	73-76		D	1.0	50-54
B-	2.7	70-72		F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE: Week Beginning	Chapter	Topic	To Do
28-August		Week #1: Introduction To Contemporary Issues In Business	
04 September	1, 2	Managing Public Issues & Stakeholder Relationships	Graded Assessments
11 September	3, 4	Corporate Social Responsibility and Citizenship & Business In A Globalized World	Connect Activity
18 September	7, 8	Business-Government Relations & Influencing the Political Environment	Quiz #1 Ch. 1-4
25 September	5,6	Ethics and Ethical Reasoning Managing Public Issues & Stakeholder Relationships	Discussion
02 October	11	The Role of Technology	Quiz #2 Ch. 5-8 Analysis Paper
09 October	Thanksgiving & Fall break	No Classes	
16 October	12	Regulating and Managing Technology	Discussion
23 October	9	Sustainable Development and Managing For Sustainability Global Business &	Quiz #3 Ch. 11&12
30 October	14, 15	Consumer Protection & Employees and The Corporation	Discussion

06 November	16, 19	Managing A Diverse Workforce & Managing the Public and The Corporate Reputation	Business Conference Project
13 November			Quiz #4 Ch 14-16 & 19
20 November		Presentation	Connect Activity
27 November		Presentation	Presentation
04 December		Presentation	Reflection
11 December			Final Exam due on or before **December 15, 2022**

<mark>**NOTE – Exams**</mark> require computer with webcam: *(see schedule for dates)*

Assignment, Quizzes and Exam Policies:

Assignments

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- CONNECT graded items are dispersed throughout the semester (see schedule for dates). There are no extensions on Connect assignments.

Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions on Connect quizzes.
- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- **Proctoring software** is enabled requiring browser lock-down and use of camera and sound recording while completing exam and quizzes.

Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as "not professional" and the student will be asked to leave the classroom.

- Students are expected to demonstrate professional conduct for the duration of the course.

NWP Calendar Academic Regulations

Debarred from Exams

- "You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if significant parts of required assignments or lab work are not completed."

STUDENT RESPONSIBILITIES:

- **Your responsibility** is to complete the coursework to the best of your ability.
- **Your responsibility** as a student is to respect NWP staff and fellow students.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the Northwestern Polytechnic Calendar at https://www.nwpolytech.ca/programs/calendar/ or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at https://www.nwpolytech.ca/about/administration/policies/index.html

**Note: all Academic and Administrative policies are available on the same page.

Additional Information:

Technology Requirements:

https://www.nwpolytech.ca/doc.php?d=TECHREQ