

School of English & Liberal Studies

Professor's Addendum to Course Outline

Course Code: EAC594_NBM **Term:** Fall 2024

Title: Business Communication for the Digital Workplace

Professor: Sisay Shega

Contact Info: sisay.shega@senecapolytechnic.ca

Student Hours: Online Asynchronous will post materials Every Wednesday from 4:15pm-6:55pm

Approved By: Amanda Nowensky

Chair, School of English & Liberal Studies

Delivery Mode:

	(P) In-Person
	(H) Hybrid
X	(OA) Online Asynchronous
	(OB) Online Synchronous and Asynchronous
	(F) Flexible

Final Assessment:

X	Assignment
	Online Exam

	In-person Exam
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Introduction

Welcome to **EAC594**. Please read this addendum to the general subject outline carefully. It is your guide to the subject requirements and activities in my class. Be sure to read the outline containing key course information at [Seneca Subject Outline System](#).

Texts & Materials

This course uses a free textbook, *Communication at Work* adapted by Tom Bartsiokas, Tricia Hylton and Robin Potter, licensed under a Creative Commons Attribution 4.0 International License.

Textbook Link: <https://pressbooks.senecapolytechnic.ca/buscomm/>

All students are also required to use the following Research Guide for their assignments: Seneca Libraries. Guide to Research & Citation APA Style.

APA link: <https://library.senecapolytechnic.ca/apa>

Grading/Assignments

Assignments	Weight	Details
Main Messages	5%	Individual assignment (In class)
Business Correspondence (Email)	10%	Individual assignment (In class)
Generative AI	5%	Individual assignment
In class short report	10%	In class individual writing assignment with a memo format
Project Plan	5%	A group assignment (Major project 1)
Inclusive writing	5%	Individual Assignment (In Class)
Infographic Progress Report	5%	A group progress report assignment in infographic format (Major project 2)

APA Annotated Bibliography	5%	Individual assignment (Minimum two per person)
Proposal and Cover letter (in class)	10%	In class individual assignment
Individual Oral presentation	15%	Three individual presentations each having five marks presented at the end of major milestone.
Slide Report and Presentation	15% 5%	A group major final project with final (Major project 3) Group presentation (Major project 4) (Major projects 1+2+3+4= 30%)
Personal Branding	5%	Individual assignment

Academic Integrity, Copyright, and AI Tools

Copyright: Most of the materials in this course are protected by copyright. Posting or sharing these materials without permission to an assignment-sharing or homework help site is a violation of Canada's Copyright Act and Seneca's Copyright Policy. For more information, see Academic Integrity and Copyright sections below.

Use of Generative AI and Other AI Tools: In this course, you'll explore emerging technologies and learn how to use Generative AI tools both effectively and ethically. Each assignment will clearly indicate when the use of GenAI is allowed. Please note that the only approved tools for this course are Microsoft's Copilot and Adobe Express, both of which are available to you as Seneca students. The use of any other tools, including ChatGPT, is not permitted in this course.

Faculty Online Consultation

Students can communicate with the professor via email and during office hours from 4:15 pm to 5:15 pm every Wednesday throughout the semester.

Tentative Weekly Schedule

Week	Topics to be covered (OA)	Reading	Assessment	%
1 Sept. 3 – 6 Sept. 2: Labour Day (Seneca closed)	Workplace Communication	Chapter 1: Professional Communications Units 1 to 3	Write/Record your personal biography. Using Flipgrid	
2 Sept. 9 – 13 Sept. 9: Last day to add courses	Generative AI literacy, ethics and copyright	Chapter 4: Generative AI in Business Communication Units: 14 to 18	Project Plan	5%
3 Sept. 16 – 20 Sept. 16: Last day to drop course and receive refund	Intercultural Communication (equity, diversity and inclusion)	Chapter 3: Intercultural Communication Units 10 to 13	In class Main Message Assignment	5%
4 Sept. 23 – 27	Workplace Collaboration	Chapter 2: Group Communication and Business Etiquette Units 4 to 9		
5 Sept. 30 – Oct. 4	Audience, context, purpose analysis	Chapter 5: The Writing Process Units 19 to 21	Annotated Bibliography Correspondence: attendance is mandatory •Review presentation 1 (Week 1,2,3 and 4) (5%)	5% 5%
6 Oct. 7 – 11				10%

		Writing audience-centered, inclusive workplace messages	Chapter 7: The Writing Process Units 28 to 30	In Class Email	
7	Oct. 15 – 18	Formatting professional correspondence	Chapter 8: Electronic Written Communication Unit 32 Chapter 9: Traditional Written Communication Units 35 and 36 Chapter 10: Routine Correspondence Units: 38 to 42	Short Report	15%
Oct. 14: Thanksgiving Day (Seneca closed)					
8	Oct. 28 – Nov. 1	Formatting professional correspondence Part 2: Types	Chapter 8: Electronic Written Communication Unit 32 Chapter 9: Traditional Written Communication Units 35 and 36 Chapter 10: Routine Correspondence Units: 38 to 42		
9	Nov. 4 – 8	Visual Communication	Chapter 12: Presentations Units: 53 and 54	Project Proposal	15%
	Nov. 8: Last day to drop course and receive DNC			Review notes: presentation 2. (Week 5-9)	5%
10	Nov. 11 – 15				5%

		Business Reports, Researching and Documentation - 1	Chapter 6: Researching Units 22 to 25 Chapter 9: Traditional Written Communication Unit 37 (proposals) Chapter 11: Reports Units 43 to 49	Progress Report	
11	Nov. 18 – 22	Business Reports, Researching and Documentation - 2	Chapter 6: Researching Units 22 to 25 Chapter 9: Traditional Written Communication Unit 37 (proposals) Chapter 11: Reports Units 43 to 49	Finalize Review team presentation: 3 (week 10 and 11)	5%
	*Course assessment survey				
12	Nov. 25 – 29	Presenting Effectively	Chapter 12: Presentations Units: 50 to 52	Slidedoc Report with Group recorded presentation	20%
13	Dec. 2 – 6	LinkedIn & Personal Branding Presentations	Personal branding Video	Personal Branding assignment	5%
14	Dec. 9 – 11	Presentations Project workshop	Final Project presentation.	Review and Reflection	
Dec. 11: Fall term 2024 ends					

Please retain this document for future educational and/or employment use.

Promotion Policy

Evaluation of Work

Evaluation is based on correct language usage, organization and mastery of the subject at a post-secondary level. Students are expected to learn professional standards of performance in the subject areas, and tests and assignments will be graded on that basis.

To be successful in this subject, the student must complete all course work as specified and achieve an overall grade of D (50%) or more.

Grading Policy

The following letter grade designations will be used to recognize a student's achievement in a course:

Letter Grade	Grade Point Value	Percentage Grade
A+	4.0	90% to 100%
A	4.0	80% to 89%
B+	3.5	75% to 79%
B	3.0	70% to 74%
C+	2.5	65% to 69%
C	2.0	60% to 64%
D+	1.5	55% to 59%
D	1.0	50% to 54%
F	0.0	0% to 49%
DNA (Registered, did not attend, did not officially withdraw)	0.0	N/A

OR

EXC	Excellent
SAT	Satisfactory
UNSAT	Unsatisfactory

Please read the grading policy at [Grading Policy](#).

Missed Tests / Presentations / In-Class Assignments

Students who miss scheduled tests, presentations or in-class assignments will receive a grade of zero. If there are valid reasons for missing the test, presentation or in-class assignment, the student MUST:

a) Contact the professor or student advisor either by phone or by email prior to the start time of the test, presentation or in-class assignment and

b) By the next class, present the professor with appropriate documentation. At the professor's discretion, a make-up test/in-class assignment or new date for the presentation may be granted or the value of the test may be added to a subsequent test or final exam. In courses where the grading scheme does not include the lowest test mark, this missed test policy does not apply.

Late Assignments

Any student in need of an extended deadline must negotiate a reasonable extension with the faculty in advance of the published deadline. Only under extenuating circumstances will late assignments be accepted without communication prior to the deadline. Documentation of the extenuating circumstances must be provided by the student upon request. At the discretion of the faculty, deductions may be applied for any late assignment submissions. Student assessment policy is available on [Student Assessment Policy website](#).

Attendance and Participation

Considerate classroom conduct, adequate class preparation, and constructive participation will enhance your academic experience and that of your colleagues. In particular, you are asked to be prompt, courteous, responsible and collaborative.

Consistent attendance is important for success in this subject.

Learning Centre

The Learning Centre offers academic support to all Seneca students in the form of one-on-one tutoring, small group tutoring, and workshops and is located in the libraries of the Newnham, Markham, York and King campuses. Please visit the [Learning Centre website](#) for more information regarding Learning Centre workshops and schedules.

Dropping a Subject

Students can drop a fulltime day course by day 10 of the term from [Student Home](#). After day 10 of the term, students need to email a completed [Timetable Change form](#) to theservicehub@senecapolytechnic.ca, where students will receive a DNC (Did Not Complete) grade on their transcripts.

Prior to dropping any courses, students are advised to contact the Coordinator/Advisor to discuss any impacts on their studies. For more information, please visit [Seneca's Timetable Change webpage](#).

Academic Regulations

It is your responsibility as a student of Seneca Polytechnic to be aware of and abide by the academic and behavioral policies outlined in the Seneca Academic Policy and the Student Handbook. Here are some key policies:

Academic Integrity

Seneca Polytechnic takes Academic Integrity very seriously. Therefore, all assignments in this course must be completed independently (unless otherwise stated), and with integrity. Copying and pasting from any source without correct quoting, paraphrasing, and citations will be considered plagiarism. This or any other contravention of Seneca's Academic Integrity Policy, including cheating, sharing, collusion, using Spinbots, Contract Cheating, Falsification, Impersonation, submitting a previously-submitted assignment, or unauthorized use of translator and Artificial Intelligence Generated Content will be reported to the Academic Integrity Committee. Please review the [Academic Integrity Policy](#).

To learn more about academic integrity and for resources to help you ensure academic integrity in all your course work, please refer to the [Seneca Library Citation & Plagiarism Guides](#).

Student Appeals

Students have the right to appeal academic decisions of Seneca Polytechnic. If a student disagrees with an academic decision, they are encouraged to discuss the matter with their faculty and/or chair as soon as possible to see if a mutually satisfactory solution can be reached in accordance with the timeline stated in [Seneca's Academic Appeal Procedure](#). It is only when a resolution cannot be agreed upon through the informal appeal process that students may proceed to the formal academic appeal process. Please review the [Academic Appeal Policy](#).

Students must keep all assignments (including drafts and outlines) and exercises until they receive their final grade. No appeal will be considered unless a complete file is submitted at the time of the appeal.

Copyright

Copyright means sole right to produce, reproduce and copy a work. In Canada, all original creative works are [automatically protected by copyright upon their creation and protection applies](#) whether or not a copyright symbol appears on the material. Only the copyright owner or its authorized licensees have the right to decide when and how the work is to be copied, altered or made available. Regardless of format, the use, reproduction and distribution of copyright protected materials are subject to limits and restrictions.

For more information, please visit [Seneca Copyright Policy](#) and [Fair Dealing for Copyright-Protected Work Policy](#).

A lecture or other educational activity might be recorded and the request may be initiated by the instructor, or by a student. Please review the [Recording Lectures and Educational Activities Policy](#) on Seneca website.

Camera Use and Recordings - Synchronous (Live) Classes

Synchronous (live) classes may be delivered in person, in a [Flexible Learning space](#), or online through a Seneca web conferencing platform such as MS Teams or Zoom. Flexible Learning spaces are equipped with cameras, microphones, monitors and speakers that capture and stream instructor and student interactions, providing an in-person experience for students choosing to study online.

Students joining a live class online may be required to have a working camera in order to participate, or for certain activities (e.g. group work, assessments), and high-speed broadband access (e.g. Cable, DSL) is highly recommended. In the event students encounter circumstances that impact their ability to join the platform with their camera on, they should reach out to the professor to discuss. Live classes may be recorded and made available to students to support access to course content and promote student learning and success.

By attending live classes, students are consenting to the collection and use of their personal information for the purposes of administering the class and associated coursework. To learn more about Seneca's privacy practices, visit [Privacy Notice](#).

Information Technology Acceptable Use

Official Seneca E-mail is available to all employees and students. Faculty, staff and students are required to use Seneca-provided e-mail when corresponding electronically about Seneca-related matters. For further information regarding the IT acceptable use policy, please refer to [Freedom of Information and Protection of Privacy Policy](#).

Student Conduct

It is the policy of Seneca Polytechnic that all employees and students have a right to work and study in an environment that asserts the personal worth and dignity of each individual. For example, this includes interactions during Seneca related activities, student group work and communications being held online or in-person. The Student Conduct Office works with the Seneca community to address non-academic issues, disruptive behaviors and reports of sexual violence. Examples of issues that may be referred to this office for resolution include but are not limited to: disturbing behavior that interrupt the educational process, harassment, abusive behavior of any kind, and dangerous conduct such as assault or fighting.

In addition to Seneca's Student Code of Conduct Policy, students also have rights and responsibilities under the laws of local, provincial and federal governments, other Seneca policies and guidelines or regulations that may be administered by an academic school or area within Seneca. Students are encouraged to familiarize themselves with these policies.

More information and assistance are available through the [Student Conduct Office](#).

Accommodation for Students with Disabilities

Seneca is committed to providing an accessible teaching, learning, living and working community that is barrier-free and inclusive for all individuals. If you require accommodation, please refer to the [Requesting academic accommodations](#) page.