



DEPARTMENT OF OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2013

OA1040 BUSINESS COMMUNICATIONS II – 3 (5-0-0)

TUESDAY/THURSDAY 1:00-2:20 AND FRIDAY 11:30-12:50

INSTRUCTOR: Nicole Menzies **PHONE:** 780-539-2758
OFFICE: C411 **E-MAIL:** nmenzies@gprc.ab.ca
OFFICE HOURS: Tuesday/Thursday
10:00 – 11:20
or by appointment

PREREQUISITE(S)/COREQUISITE:

OA 1030

REQUIRED TEXT/RESOURCE MATERIALS:

Locker, Kaczmarek, Braun., Business Communication Building Critical Skills, Fourth Edition, McGraw-Hill Ryerson Limited, 2010.

CALENDAR DESCRIPTION:

The course applies the principles learned in OA 1030 to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills. This course will help students learn to write and speak for communication “payback” results, with focus on purpose, audience, information, benefits, objections, and context.

CREDIT/CONTACT HOURS:

3 credits/75 contact hours

DELIVERY MODE(S):

Lab/Lecture

GRADING CRITERIA:

Project 15%

Test and Quizzes 30%

Assignments 15%

Final Exam 30%

Job Success Skills 10%

JOB SUCCESS SKILLS

Job success skills are demonstrated through regular attendance and punctuality, timely completion of work, maintaining a high standard of work, an ability to work both independently and collaboratively, and being present and attentive while in class. Failure to demonstrate any of these skills will result in a loss of job success skills marks for each occurrence.

Social networking and cell phone use during class time are not examples of successful job skills and will result in a loss of marks in this area for each occurrence.

LATE ASSIGNMENTS

Projects and assignments will not be accepted late unless prior arrangement has been made with your instructor. Any late assignment will receive an automatic deduction of 25% plus 10% for each day it is late. It is your responsibility as a student to keep track of deadlines and hand projects in on time. If a deadline cannot be made for whatever reason, **arrangements must be made before the original deadline** and a new deadline will be arranged for this exception only.

RETURNING ASSIGNMENTS

Each assignment will be returned in class one time only. If you are not present when assignments are returned you must pick them up on your own time in C411. Any unclaimed assignments will receive a grade of 0% at the end of the semester.

STUDENT RESPONSIBILITIES

Daily attendance is essential! Students are responsible for completing assignments outside of class time when necessary. If you are ill, please have a classmate inform you of the work covered that day. More than 3 missed classes may result in a recommendation of "Debarred from Exam." (See College Calendar)

Assignments and tests missed will be recorded as zero. Assignments are due on the dates set by the instructor.

Final grades will be assigned on the Letter Grading System.

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at

<http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration/policies/**

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

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Required Reading
January 7 – 11	Introduction to Business Communications and Adapting to Your Audience	Modules 1& 2
14 – 18	Communicating Across Cultures and Planning, Writing and Revising	Modules 3 & 4
21 – 25	Researching Information and Writing Formal Reports	Modules 18 & 22
28 – February 1	Communicating with Positive Emphasis	Modules 6 & 7
February 4 – 8	Communicating Reader Benefits	Module 8
11 – 15	Formatting Hardcopy Letters , Memos, Email and Electronic Messages	Modules 9&10
18 – 22	Reading week. No classes.	
25 – March 1	Composing Informative, Positive, and Negative Messages	Modules 11&12
March 4 – 8	Composing Persuasive Messages	Module 13
11 – 15	Active Listening, Working in Teams, and Planning, Managing and Recording Meetings	Modules 14, 15 &16
18 – 22	Making Oral Presentations	Module 17

25 – 29	Writing Information Reports and Using Visuals	Modules 20 & 23
April 1 – 5	Creating Persuasive Application Letters and Managing the Interview Process	Modules 26 & 27
8 – 12	Group Work	
15 - 16	Presentations	