



## DEPARTMENT OF OFFICE ADMINISTRATION

### COURSE OUTLINE – WINTER - 2014

#### OA1040 BUSINESS COMMUNICATIONS 2 – 3(5-0-0) 75 HOURS

**INSTRUCTOR:** Zonya Sabourin                      **PHONE:** 780-723-5206  
**OFFICE:** Edson Provincial                      **E-MAIL:** zsabourin@gprc.ab.ca.  
Building

Monday and Friday: 10:05 a.m. – 11:05 a.m.

Tuesday and Thursday: 11:25 a.m. – 12:25 p.m.

**OFFICE HOURS:** Wednesday: 11:40 a.m. – 12:40 p.m.

**Or by appointment**

#### **PREREQUISITE(S)/COREQUISITE:**

OA1030

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

Locker, Kaczmarek, Braun: Business Communication: Building Critical Skills, Fifth Canadian Edition, McGraw-Hill Ryerson Limited 2013. A dictionary, any Canadian Edition, 2009 to current publication date. The Gregg Reference Manual, Eighth Edition (Sabin).

#### **CALENDAR DESCRIPTION:**

The course applies the principles learned in OA1030 to techniques of writing different types of letters, memos and short reports. It will emphasize oral and written communication, punctuation, and proofreading skills and will help the student to learn to write and speak for communication “payback” results. The focus is on purpose, audience receptiveness, information gathering, and the benefits of good writing.

**CREDIT/CONTACT HOURS: 3 credit/75 hours**

**DELIVERY MODE(S):**

Classroom lectures, computer lab work, group participation, and research.

**OBJECTIVES:**

Upon completion of the course, the student will be able to write and speak according to Standard English usage including principles of word choice, spelling, sentence structure, grammar, punctuation and pronunciation. The student will be able to communicate in Standard English a style that contributes to success and advancement in careers requiring excellent communication skills.

**TRANSFERABILITY:**

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

**EVALUATIONS:**

Assignments: 10%

Quizzes and Module Tests: 15%

Midterm Exam: 20%

Researching Information:

- Prepare questionnaire/interview small business: 10%

Incident & Evaluation Reports: 10%

Final Exam: 30%

- Students will be required to format and write a memo, a letter, and answer random multiple-choice questions.

Job Success Skills: 5%

The student will demonstrate job success skills through:

- Regular attendance and punctuality
- Meeting deadlines and due dates for all assignments
- Maintaining a high standard of work
- Demonstrating the ability to work both independently and collaboratively
- Participating in class and within groups

**Social networking and cell phone use during class are not examples of good job success skills and will result in a loss of marks for each occurrence.**

**GRADING CRITERIA:**

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A+</b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</b>	<b>85 – 89</b>	
<b>A-</b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B+</b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B-</b>	<b>2.4</b>	<b>70 – 72</b>	
<b>C+</b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2.0</b>	<b>64 – 66</b>	
<b>C-</b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D+</b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after deadline</b>

**STUDENT RESPONSIBILITIES:**

Daily attendance is essential! You are responsible for completing assignments outside of class time when necessary. If you are ill, please PHONE the office at 780-723-5206 and inform the site administrator of your absence. Choose a “study buddy” and have that person inform you of the work covered that day. You, in turn, will reciprocate. More than three (3) missed classes may result in a recommendation that you be “disbarred from an exam.” (See the College Calendar for information on this.)

Any missed assignments and exams/tests will be recorded as 0%. Assignments are due on the date specified by the instructor. **No rewrites of exams are permitted.**

There will be a module exam following the completion of each module. A Midterm Exam will be issued and a Final Exam will be issued on a scheduled day during exam week. The dates for each of these will be forthcoming.

### **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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

## COURSE SCHEDULE/TENTATIVE TIMELINE: OA1040

**NOTE:** Lectures, assignments and due dates are subject to change, depending on completion of the designated module. All quizzes are Open Book. Please note that exam dates are tentative and are also subject to change.

DATE/DAY:	ACTIVITY:	ASSIGNMENTS/DUE DATES/QUIZZES & EXAMS:
January 7 to January 10	Punctuation Review: from OA1030 <b>MODULE 1: Introducing Business Communications</b>	Assignment: Part 1: Page 13, Section 1.5. Part 2: Page 17: #2. <b>OPEN BOOK QUIZ: January 10, 2014</b>
January 13 to January 17	<b>MODULE 2: Adapting Your Messages to Your Audience</b> Topic for Discussion: What is Your Learning Style? Handouts and worksheets provided.	<b>NO ASSIGNMENT: Module 2.</b> <b>OPEN BOOK QUIZ: January 17, 2014</b>
January 20 to January 24	<b>MODULE 4: Planning, Rewriting, and Revising</b>	Assignment: Page 75, Section 4.7 <b>OPEN BOOK QUIZ: January 24, 2014</b>
January 27 to January 31	<b>MODULE 6: Formatting Hardcopy Letters and Memos</b>	Assignment: Page 105: Section 6.4. Page 106: Polishing Your Prose: do all the even numbers. <b>OPEN BOOK QUIZ: January 31, 2014</b>
February 3 to February 7	<b>MODULE 7: Writing Electronic Messages</b>  Begin <b>MODULE 8: Informative and Positive Messages</b>	Assignment: Page 117, Section 7.5 <b>T &amp; F OPEN BOOK QUIZ: February 5</b>
February 10 to February 14	Continue <b>MODULE 8: Informative and Positive Messages</b>	Assignment: Page 135, Section 8.13 <b>OPEN BOOK QUIZ: February 14</b>
<b>FEBRUARY 17 to FEBRUARY 21</b>	<b>WINTER BREAK: NO CLASSES</b>	<b>NO CLASSES THIS WEEK</b>
February 24 to February 28	<b>MODULE 9: Composing Negative Messages</b>	Assignment: Page 156, Section 9.11 <b>OPEN BOOK QUIZ: February 28</b>
March 3 to March 7	<b>MODULE 10: Composing Persuasive Messages</b>	Assignment: Page 175. Section 10.4 <b>OPEN BOOK QUIZ: March 7</b>
<b>March 10 &amp; 11</b>	<b>March 10: Review for Midterm Exam</b> <b>MIDTERM EXAM: Tuesday, March 11, 2014 (tentative date)</b>	<b>Midterm Exam: 11:25 a.m. – 1 p.m.</b> <b>Includes Modules 1 - 10</b>
March 12 to March 14	<b>MODULE 11: Communicating Reader Benefits</b>	Assignment: Page 191, Section 11.8 <b>T &amp; F OPEN BOOK QUIZ: March 14</b>
March 17 to March 21	<b>MODULE 12: Communicating with Positive Emphasis</b> <b>MODULE 13: Communicating You-Attitude</b>	Assignment: Page 205, Section 12.4 Assignment: Page 217, Section 13.5
March 24	<b>OPEN BOOK QUIZZES: Modules 12 and 13</b>	<b>OPEN BOOK QUIZZES</b>
March 25 to March 31	<b>MODULE 14: Researching Information</b>  <b>The assignments will be worked on during class time.</b>  There will be no quiz for this module.	Assignments: Page 231, Section 14.7: research owl.English site & answer #'s 1-4. Page 232, Section 14.10: follow information from instructor.

April 1 to April 7	<b>MODULE 16: Writing Information Reports</b> <b>The assignments will be worked on during class time.</b> There will be no quiz for this module.	Assignments: Page 261, Section 16.5: follow instructions from instructor. Page 262: all even numbers.
April 8 to April 11	<b>MODULE 20: Listening Actively</b>	Assignment: Page 330, Section 20.5 <b>OPEN BOOK QUIZ: April 11</b>
April 14 to April 16	<b>WRAP-UP THE SEMESTER: Finish all assignments and turn in for grading. Review for Final Exam.</b>	Finish assignments and review.
<b>APRIL 17</b>	<b>OA1040 FINAL EXAM:</b> The time stated is approximate and has the possibility of being extended for an additional hour. April 17 is a tentative date only.	<b>FINAL EXAM: 11:25 a.m. – 1 p.m.</b> Includes Modules 11 – 20 The exam will consist of a memo, a letter, and multiple-choice questions.



**“Success is a journey, not a destination.”**

**Congratulations to all of you!**