

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Fall 2024

BA1010 (C2): Business Communications – 3 (3-1-0) 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: Mark Evans, MA **PHONE:** 780-539-2896
OFFICE: C412 **E-MAIL:** MEvans@nwpolytech.ca
OFFICE HOURS: Tuesday, Thursday and Friday, 10 am-11 am
Best way to contact me: E-mail – mevans@nwpolytech.ca

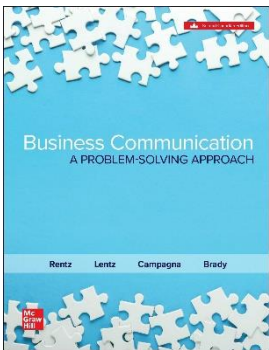
CALENDAR DESCRIPTION:

This course focuses on principles of effective business communication, both written and spoken, including mechanics, style, tone, organization, and APA style referencing. Specific topics include composing business letters, memoranda, and emails; writing formal reports; principles of graphic design; and conducting effective business meetings.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

1. Business Communication: A Problem Solving Approach 2ce by Katheryn Rentz



All students must have access to Connect. You must have an access code to gain access to the online resources. McGraw-Hill Connect™ is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. If you have purchased a used book, you will have to purchase an access code separately. Instructions to do this are available in the Registration Module.

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing.
- Research, plan, compose, edit, and document a formal academic paper.
- Research, plan, execute and evaluate an effective oral presentation.

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.alberta.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:

Five-minute In-Class papers and In-Class Activities	10%
Academic Integrity Module	5%
Grammar Quizzes	10%
• Three quizzes, top two marks will count	
Self Reflections	5%
E-mail Exercise	5%
Bad News Letter assignments in Connect	5%
Editing Exercise	10%
Final Research Paper – to be submitted in components	40%
Component A: Literature Review, Thesis (10%)	
Component B: Outline, Source Evaluation (10%)	
Component C: Final Composed Report (20%)	
Individual Presentation / Presentation Attendance	10%
Total	100%

GRADING CRITERIA

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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

The course schedule is approximate and may vary slightly at the discretion of the instructor. You are strongly encouraged to complete all exercises, project(s), assignments, and exams. Students will receive a zero (0) for any missed exercises, projects, assignments, and exams. There are no re-writes, deadline extensions, bonus exercises, assignments, or projects available to improve your grade.

Week	Dates	Required Reading	Content
Week 1	Sept 3-6	Appendix A	Grammar and Mechanics
Week 2	Sept 9-13	Ch. 1 & 2	Solving Communication Problems in the Workplace Getting Positive Responses to Your Communication Grammar Quiz 1
Week 3	Sept 16-21	Ch. 4	Designing the Right Type of Message: From Letters to Social Media
Week 4	Sept 23-27	Ch. 6	Crafting Effective Sentences and Paragraphs Grammar Quiz 2
Week 5 (No Classes Sept. 30)	Sept 30 – Oct 4	Ch. 7	Writing Good News and Neutral Messages E-mail Exercise
Week 6	Oct 7-11	Ch. 8	Writing Bad News Messages Bad News Letter Assignment
Week 7 (No Classes Oct. 14)	Oct – 14-18	Ch. 10	Researching and Writing Reports Guest Speaker – Librarian – Research and Sources
Week 8	Oct 21-25	Appendix B	A guide for documenting your sources. APA

			Academic Integrity Quiz Guest Speaker – Writing Tutor – Outlines and writing papers. Part 1 – Literature Review and Thesis Due
Week 9	Oct 28 – Nov 1	Ch. 3 & 13	Communicating with Culturally Diverse Audiences Using Interpersonal Communication Skills in Conversation and Meeting Grammar Quiz 3
Week 10	Nov 4 – 8	Ch. 5 & 9	Communicating Your Message Visually Writing Persuasive Messages and Proposals Part 2 – Detailed Outline and Source Evaluation Due
Week 11	Nov 11-15	No Classes	Fall Break
Week 12	Nov 18-22	Chapter 12	Delivering Business Presentations and Speeches
Week 13	Nov 25-29	myClass Resources	Paraphrase, Summary, and Quotes Revisited Editing Exercise
Week 14	Dec 2 – 6	Presentations	Individual presentations based on research paper
Week 15 (Last Day of Classes December 10)	Dec 9 -10	Presentations	Individual presentations based on research paper Final exams begin Dec 12.
Final Exams	Dec 12-19	Final paper submission	Final paper submission due. Date to be set by Registrar’s office during Final Exam period.

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. Students with absences in excess of six classes may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.nwpolytech.ca/programs/grading-systems.html>

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass, and NWP Webmail. Students are responsible for checking all sites regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time.

Recording:

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days. Email correspondence to your instructor must be sent from your NWP student email account.

Connect:

Students must manage and maintain access to the McGraw Hill Connect platform to complete required coursework by the due date. See the policy below regarding late or missed assignments. Students should access support for the Connect platform at:

<https://www.mheducation.com/highered/support/student/connect.html>

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

Additional Information:

It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; see <https://www.nwpolytech.ca/about/administration/policies/> and <https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

- Assignments must be submitted by the due date. Late assignments will not be accepted and missed assignments will receive a grade of zero. No extensions or re-writes will be granted.
- Quizzes are tentatively scheduled to be in-class sessions.

- Unexcused absences during a quiz will earn a grade of zero. No re-writes will be granted for missed or unsuccessful attempts.
- For excused absences, the weighting of a quiz may be transferred to a future quiz at the instructor's discretion.
- Calculators and approved translation devices are the only electronic devices allowed during quizzes, major tests, or the final exam. Cell phone calculators may not be used in examinations.
- Final Project must be submitted on or before the date and time scheduled by the Registrar's office for the Final Exam. There is no Final Exam in this course. The final project is the final exam, and it is due on or before the Final Exam date and time set by the Registrar's office.

Technology Requirements:

Computer and Internet requirements: <https://www.nwpolytech.ca/students/techsupport/index.html>

Microsoft Office 365 is available for free for NWP students.