



School of Business – Department of Business and Office Administration

COURSE OUTLINE – Winter 2026

BA1010 (C3): 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: | Cara Leaf | PHONE: | 780-539-2879 |
| OFFICE: | A313 A | E-MAIL: | cleaf@nwpolytech.ca |
| OFFICE HOURS: | Anytime by appointment | | |

CALENDAR DESCRIPTION:

This course focuses on principles of effective business communications, 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.

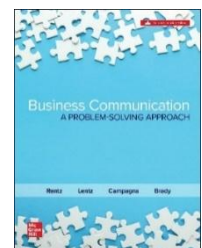
PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

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.

DELIVERY MODE:

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 the transferability of this course at the Alberta Transfer Guide main page [Transfer Alberta](#)

** For courses with alpha (letter) grading, a 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:

| | |
|--|-------------|
| Weekly Exercises & Activities | 20% |
| Chapter Quizzes | 20% |
| Writing Assignments | 20% |
| Final Research Paper – to be submitted in components | 30% |
| Component A: Literature Review, Thesis (5%) | |
| Component B: Outline, Source Evaluation (10%) | |
| Component C: Final Composed Report (15%) | |
| Individual Presentation / Presentation Attendance | 10% |
| Total | 100% |

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:

| Week | Topic | Required Reading |
|------|---|-----------------------------------|
| 1 | Solving Communication Problems in the Workplace | Chapters 1 |
| 2 | Getting Positive Responses to Your Communication | Chapter 2 |
| 3 | Communicating with Culturally Diverse Audiences | Chapter 3 |
| 4 | Crafting Effective Sentences and Paragraphs | Chapter 6 |
| 5 | Designing the Right Type of Message | Chapter 4 |
| 6 | Writing Good News and Neutral Messages | Chapter 7 |
| 7 | Reading Week | |
| 8 | Writing Bad News Messages | Chapter 8 |
| 9 | Writing Persuasive Messages | Chapter 9 |
| 10 | Researching and Writing Reports A guide for documenting your sources APA Style & Academic Integrity | Chapters 10 My Class Resources |

| | | |
|----|--|------------------------|
| 11 | Using Interpersonal Communication Skills in Conversation & Meetings | Chapter 13 |
| 12 | Communicating Your Message Visually Delivering Business Presentations and Speeches | Chapter 5 & Chapter 12 |
| 13 | Individual presentations based on research paper | Presentations |
| 14 | Individual presentations based on research paper | Presentations |
| 15 | Final Paper Due -date TBD The due dates for final projects will be set by the Department | Final Research Paper |

Note: Students are also required to read all extra material/resources for grammar and writing mechanics included each week in our D2L course space.

STUDENT RESPONSIBILITIES:

Student Conduct

As a student, it is your responsibility to read, understand and comply with the polytechnic's academic policies, which are reviewed regularly, updated and posted on our polytechnic website. If you have any questions regarding these policies, please contact Student Services.

Time Management

The expectation for this course is that students read/review the text material according to the class schedule. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time, so plan your schedule accordingly. It is difficult to catch up once a student falls behind in the readings and exercises.

Email

Email correspondence to your instructor must be sent from your NWP student email account. Emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook pages, etc.

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 <https://www.nwpolytech.ca/about/polytechnic-leadership/policies-directory>.

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