

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – Winter 2025

#### BA1010 (A3): Business Communications – 3 (3-1-0) UT 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:** Michael Oyelayo B.Sc. **PHONE:** 7805392214  
M.Sc (ECONS)  
**OFFICE:** C307 **E-MAIL:** Moyelayo@nwpolytech.ca  
Monday 9:00 – 10:30AM and Wednesday 2:00 – 3:30 PM. By  
**OFFICE HOURS:** Appointment.

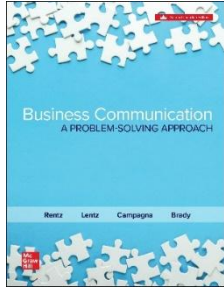
#### CALENDAR DESCRIPTION:

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

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:

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.**

In-class activities	10%
Academic Integrity Module	5%
Grammar quizzes (best 2/3 @ 5%)	10%
Self Reflections	5%
E-mail exercise	5%
Bad Newsletter 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%
<b>Total</b>	<b>100%</b>

## 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:

Week Beginning	Topic	Required Reading	Assessments
Week 1	Grammar and Mechanics	Appendix A	
Week 2	Solving Communication Problems in the Workplace Getting Positive Responses to Your Communication	Chapters 1 & 2	Grammar Quiz 1
Week 3	Designing the Right Type of Message: From Letters to social media	Chapter 4	
Week 4	Crafting Effective Sentences and Paragraphs	Chapter 6	Grammar Quiz 2
Week 5	Writing Good News and Neutral Messages	Chapter 7	Email Exercise
Week 6	Writing Bad News Messages	Chapter 8	Bad Newsletter Assignment
<b>Week 7</b>	<b>Winter Break – No Classes</b>		
Week 8	Researching and Writing Reports	Chapter 10	
Week 9	A guide for documenting your sources APA	Appendix B	Academic Integrity Quiz Lit Review & Thesis
Week 10	Communicating with Culturally Diverse Audiences Using Interpersonal Communication Skills in Conversation and Meeting	Chapters 3 & 13	Grammar Quiz 3
Week 11	Communicating Your Message Visually Writing Persuasive Messages and Proposals	Chapters 5 & 9	Outline & Source Eval

Week 12	Delivering Business Presentations and Speeches	Chapter 12	
Week 13	Paraphrase, Summary, and Quotes Revisited	myClass Resources	Editing Exercise
Week 14	Individual presentations based on research paper	Presentations	
Week 15	Individual presentations based on research paper	Presentations	
Exam	<b>Final Paper Due – date to be set by the Registrar's office</b>		Final Research Paper

## 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. **Students with absences in excess of 6 classes may be refused permission to write the final exam.** 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 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>

## Technology Requirements:

Computer and Internet requirements:

<https://www.nwpolytech.ca/students/techsupport/index.html>

Microsoft Office 365 is available for free for NWP students.