

Department of Business & Office Administration

COURSE OUTLINE – Winter 2025

OA1040 (A3): Business Communications II 3(3-0-2) 75 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 539-2879

OFFICE C411

E-MAIL cleaf@nwpolytech.ca

OFFICE M/W 10:00-11:30

HOURS or anytime by appointment

CALENDAR DESCRIPTION:

The course will sharpen writing, teamwork, and interpersonal communication skills to help students succeed in the business world. It applies the principles covered in OA1030, Business Communications I, to the techniques of functional writing. Students will learn a range of successful practices and guidelines derived from situational and audience analysis. The course will also focus on the development of keyboarding speed and accuracy through proven individualized skill building drills.

PREREQUISITE(S)/COREQUISITE(S):

OA 1030

REQUIRED TEXT/RESOURCE MATERIALS:

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

DELIVERY MODE

On campus

LEARNING OUTCOMES:

Upon successful completion of the course, students should be able to:

- recognize the importance of careful preparation and planning in all forms of business communications
- apply grammar mechanics and sentence structure to business writing
- write clearly and coherently, including an appropriate level of detail

- present information in a logical sequence
- use language, format and structure suitable for purpose and audience
- apply productive group work competencies
- adapt a message to a specific purpose and audience
- describe and correctly apply you-attitude, positive emphasis, and reader-benefits in business communication
- apply the organizational techniques for composing specific forms of effective business correspondence to meet the needs of both the sender and the target audience.
- demonstrate the use of informative, positive, and persuasive communication techniques in both oral & written formats.
- present an analysis of a situation using the “PAIBOC” method, with focus on purpose, audience, information, benefits, objections, and context.
- recognize and demonstrate basic layout and visual conventions of documents applicable to a business environment
- use features of MS Word to produce finished documents in accordance with business standards for timely completion, correctness of content and format, professional appearance, and creativity.
- use advanced features of PowerPoint as a tool to present an understanding of the course material to an audience
- key by touch at a minimum of 40 net words per minute on five-minute copy timed writings.

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:

| | |
|----------------------------------|-----|
| Weekly Activities & Assignments: | 10% |
| Weekly Quizzes | 10% |
| Skill Building Timed Writings | 15% |
| Unit Exams: | 20% |
| Final Group Project: | 15% |
| Final Exam – | 30% |

To receive credit for OA1040, you must achieve a minimum score of 40 NWAM on the final timed writings.

GRADING CRITERIA:

Please note that most institutions 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 SCHEDULE

| <u>Week</u> | <u>Topic</u> | <u>Required Reading</u> |
|---------------|---|--|
| Week 1 | Course Outline & Timeline Introduction to Business Communications | Get to Know OA1040 Course Page - Reviewing touch typing Module 1 |
| Week 2 | Adapting Your Message to Your Audience | Module 2 |
| Week 3 | Working in Teams | Module 20 |
| Week 4 | You Attitude | Module 12 |
| Week 5 | Positive Emphasis | Module 11 |
| Week 6 | Reader Benefits | Module 10 |
| Week 7 | READING WEEK | |
| Week 8 | Electronic Communication | Module 6 |
| Week 9 | Informative Messages | Module 7 |
| Week 10 | Negative Messages | Module 8 |
| Week 11 | Persuasive Messages | Module 9 |
| Week 12 | Active Listening | Module 19 |
| Week 13 | Oral Presentations | Modules 22 |
| Week 14 & 15 | Writing project Group Presentations | Handouts |

STUDENT RESPONSIBILITIES:

Time Management:

The expectation for this course is that students read/review the text material prior to class. 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 readings and exercises. Any missed activities, assignments or exams will receive a 0. No late assignments or re-writes of exams are offered.

Recording:

Recording (audio, image, video) lectures or taking photos is **strictly prohibited**.

Email

Students may contact the instructor by email or phone. Emails will be answered within two business day. Email correspondence to your instructor should 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.