

Department of Business & Office Administration

COURSE OUTLINE – Winter 2025

OA1040 (EC) 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

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OFFICE C411

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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):

OA 1030

REQUIRED TEXT/RESOURCE MATERIALS:

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

Students are responsible for all fees associated with ProctorU, a live proctoring service for online exams. Fees are paid when you schedule your exams through ProctorU.

Pricing per exam is as follows:

60 minutes or less - \$16 USD

61-120 minutes - \$25 USD

121 - 180 minutes - \$31 USD

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	5%
Weekly Quizzes	5%
Group Writing	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:

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

Week	Topic	Required Reading
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.

USING PROCTORU:

This course uses ProctorU Live for online exams. To utilize this service, you are required to complete the following steps:

- Create a ProctorU account by clicking the ProctorU link in the course.
- Download and install the Guardian Web Browser, Google Chrome, and the ProctorU extension.
- Schedule each exam at least 3 days (72 hours) in advance. If you miss this deadline, you cannot take the exam.
- Pay for the proctoring service. The fees are exclusively your responsibility and in no event shall be the responsibility of Northwestern Polytechnic.

For more detailed instructions [click here](#), and for video instructions [click here](#).

Before each exam, you must complete a room scan with your web camera, during which you will show your surroundings to a live proctor.

The invigilator will ask to view (but not collect or store) your student identification to verify your identity and will remotely access your computer to unlock the exam. When monitoring your actions via video streaming, the invigilator may possibly record your actions if they suspect academic integrity behavioural issues. You will be verbally notified if/when recording begins.

The collection of and access to the personal information listed above is permitted under subsection 33(c) of the *Freedom of Information and Protection of Privacy Act*, RSA 2000, c F-25, which states, “No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body.” In addition, subsection 39(4) states, “A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner.”

Records Retention: Any video records of you created by ProctorU will be kept by ProctorU for a maximum of 7 days in order to make a decision about any possible academic integrity infraction, after which time it shall be permanently deleted. All other personal information collected and stored by ProctorU within your profile account will be permanently deleted if the account has not been used after one year.

Consent to Store Personal Information Outside Canada

ProctorU is an American company. An agreement is in place between ProctorU and Northwestern Polytechnic by which ProctorU will take reasonable steps to protect your personal information from unauthorized access and disclosure. Information about how ProctorU protects your privacy can be found in their [Privacy Policy](#).

By using the ProctorU service via Northwestern Polytechnic, you consent to the storage of and access to your personal information outside of Canada.

This consent is in effect from the day you register with ProctorU and expires one year after completion of your exam.

Additional privacy and liability information regarding the use of ProctorU is available on the NWP website.