



Department of Business & Office Administration

COURSE OUTLINE – Winter 2024

BA1010 (EC): Business Communications I – 3 (3-1-0) 60 Hours for 15 Weeks

OFFICE HOURS: Email to book an appointment (Online)

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: Andrew Grieve - Gehring, MBA **PHONE:** 780-203-4567

OFFICE: N/A

E-MAIL: Agehring@nwpolytech.ca

OFFICE HOURS: Please email to schedule an online meeting

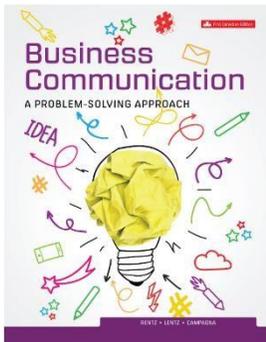
CALENDAR DESCRIPTION:

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 1ce 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.

There will be an additional fee (\$17.50 US) per semester for the proctoring software.

2. Minimum Device Requirements

A device must meet or exceed the following specifications, including the following software apps and internet capacity to participate in online course content. For device, software, and network requirements, please visit the following link: <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

DELIVERY MODE:

Asynchronous (online) – This type of course will be delivered online through NWP’s learning management system. There are no set class times and students attend remotely and asynchronously. This is a paced self-study course and is delivered entirely online using *MyClass (D2L)* and *Connect*. You will be evaluated several times, so you can assess how you are doing as you work through the material. The assignments, quizzes, discussions and exams have specific due dates to help you finish the course on time. However, you may complete and submit these evaluations before their due dates.

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:

Quizzes	20%
E-mail Exercise	5%
Bad Newsletter	10%
Midterm	15%
Presentation	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%)	
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 Beginning	Chapters Covered	Content
January 8	N/A	Buy text and sign up for Connect
January 15	Chapter A	Grammar and Mechanics Introductions
January 22	1 & 2	Communicating in the Workplace Writing Effectively for Your Audience Quiz #1
January 29	5 & 6	Crafting Effective Sentence and Paragraphs Building Positive Relationships through Communication Quiz #2
February 5	7 & 8	Writing Good News and Neutral Messages Communication Across Cultures Quiz #3
February 12	9 & 10	Writing Bad-News Messages Writing Persuasive Messages and Proposals Quiz #4
February 19	READING WEEK	READING WEEK
February 26	MIDTERM	MIDTERM
March 4	12	Creating the Right Type of Report
March 11	11	Researching and Writing Report
March 18	Appendix B	Documenting Your Sources

		Academic Integrity Module
March 25	14	Communication with visuals Presentation due April 10th @11:59PM
April 1	13	Delivering Business Presentations and Speeches
April 8	14	Putting Interpersonal Communication Skills to Work in Conversations and Meetings
April 17 – 24		Final Research Paper Due TBA

STUDENT RESPONSIBILITIES:

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.

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:

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.

Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions on Connect quizzes.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- The quizzes will be completed in Connect utilizing the proctoring software. **Please be advised that there will be an additional fee (\$17.50 US) per semester for the proctoring software.**

Other Exam & Classroom Policies

- The midterm exam will be completed in Connect utilizing the proctoring software.
- The final exam will be completed in Connect utilizing the proctoring software.
 - **Please be advised that there will be an additional fee (\$17.50 US) per semester for the proctoring software.**
- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- **Photographing and/or recording course content is strictly prohibited.**

Technology Requirements:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Microsoft Office 365 is available for free for NWP students.