



DEPARTMENT Business and Office Administration

COURSE OUTLINE – WINTER 2018

BA1020 (A3): Business Communications II – 3 (3-1-0) 60 Hours for 15 Weeks

INSTRUCTOR: Abigail (Abby) Head **PHONE:** 780-539-2712
OFFICE: C304 **E-MAIL:** ahead@gprc.ab.ca
OFFICE HOURS: Monday 1-2PM & Wednesday 11-12PM or by appointment

CALENDAR DESCRIPTION:

This course builds upon BA1010 and covers specific forms of business and employment communication: business letters and memoranda, resumes, job application letters and interviewing, formal report writing, graphic design principles, and business meetings.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

Findlay, I. M., & Locker, K. O. (2015). *Business Communication Now* (Third Canadian Edition ed.). n.p.: McGraw-Hill Ryerson Limited.

DELIVERY MODE(S):

The class work will include lectures, class discussions, group work, simulations, use of video and audio presentations, previewing and reviewing assignments and student presentations. Plan to participate wholeheartedly in the various activities.

COURSE OBJECTIVES:

To apply the techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.

- To recognize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To recognize the importance of careful preparation and planning in all forms of employment communications and to demonstrate the use of a professional approach in a job competition.
- To demonstrate the use of persuasive communication techniques in both oral & written formats.
- To effectively present an analysis of a situation using a formal report format.
- To recognize the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.

LEARNING OUTCOMES:

- Upon successful completion of the course, students will be able to:
- Apply the correct use of action statements, AIDA writing and professionals resumes to employment packages;

- Research, plan, compose, edit, and document a formal report, business letter & email and graphic design publication;
- Plan, execute and evaluate an effective business meeting.

TRANSFERABILITY:

A list of institutions to which this course transfers (For example: UA, UC, UL, AU, GMU, CU, CUC, KUC. Please note that this is a sample and it must be replaced by your specific course transfer)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferralberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

**** 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:

Connect – Quizzes	10%	Business Letter: Negative	5%
Graphic Design Project	20%	Formal Report	20%
Meetings Project	5%	Business Conference Memo	5%
Business Letter: Routine	5%	Employment Package	30%

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	90-100	C+	2.3	67-69
A	4.0	85-89	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:

Dates are approximate and may be changed by the instructor.

<u>Date</u>	<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Jan 4	Week 1	Outline	
Jan 5/9	Week 2	Teamwork	Chapter 6 -Working and Writing in teams
Jan 16	Week 3	Business Meetings	Handouts
Jan 23	Week 4	Graphic Design	Chapter 4 - Designing documents, slides, and screens
Jan 30	Week 5	Graphic Design	Handouts
Feb 6	Week 6	Graphic Design	Handouts
Feb 13	Week 7	Business Reports	Chapter 10 - Planning, Researching & Documenting Reports
Feb 20	Week 8	Family Day and Winter Break	
Feb 27	Week 9	Employment Package	Chapter 13 – Resumes & Cover Letters
Mar 6	Week 10	Employment Package	Chapter 13 – Resumes & Cover Letters
Mar 13	Week 11	Employment Package	Chapter 13 – Resumes & Cover Letters
Mar 20	Week 12	Business Reports	Chapter 11 – Writing Proposals & Reports
Mar 27	Week 13	Business Messages	Chapter 7 – Routine Messages
April 3	Week 14	Negative Messages	Chapter 8 – Negative Messages
April 6	Week 15	Persuasive & Sales Messages	Chapter 9 – Persuasive & Sales Messages

STUDENT RESPONSIBILITIES:

All assignments must be submitted using MS Office or similar software (instructor approved):

- Assignments are due on the dates set by the instructor. Late assignments will have a 10% per day late penalty applied up to 4 calendar days. On day 5 a grade of zero will be assigned.
- **All assignments must be completed to receive a grade for this course. If you fail to complete an assignment, you will be assigned a grade of Incomplete.**
- In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.
- Students are expected to attend lectures and complete problems. Grande Prairie Regional College Calendar Academic Regulations indicate that; “You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (more than 6) or if significant parts of required assignments or lab work are not completed.” Note that repeated lateness will be viewed as similar to an absence in class.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

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