



DEPARTMENT Business and Office Administration
COURSE OUTLINE – WINTER 2020

BA1020 A3: Business Communications II – 3 (3-1-0) UT 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 PM – 2:20 PM and Wednesday 10 AM to 11:20 PM

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. (2018). *Business Communication NOW* (Fourth Canadian Edition ed.). McGraw-Hill Ryerson Limited.

This text includes Connect with Smartbook Online Access. Both the text and Connect will be used extensively. Please bring the text to each class.

MS Office 2016 (or newer).

DELIVERY MODE(S):

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

COURSE OBJECTIVES:

This course will prepare you to focus on effective communication in business. Topics include business letters and memos, resumes, cover letters, interviews, business meetings, formal reports, argumentation and persuasion, and essentials of graphic design.

LEARNING OUTCOMES:

Upon completion of the course, students will be able to:

- Apply the techniques of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- Apply careful preparation and planning in all forms of employment communications and to explore the use of a professional approach in a job competition.
- Identify the importance of conducting effective meetings and implement techniques to allow meetings to achieve objectives.
- Study the use of persuasive communication techniques in both oral and written formats.
- Apply the techniques for composing specific forms of effective written business communication to meet the needs of both the sender and the target audience.
- Present an analysis of a situation using a formal report format.

TRANSFERABILITY:

Athabasca University
Concordia University of Edmonton
MacEwan University
University of Calgary
Bow Valley College

Burman University
King's University
Southern Alberta Institute of Technology
University of Lethbridge

***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.transferalberta.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:

Quizzes (Connect)	10%	Business Letter: Persuasive	5%
Graphic Design Project	5%	Formal Report	15%
Meetings Project	5%	Business Conference Project (Mar 17)	5%
Business Letter: Routine	5%	Employment Package	15%
Business Letter: Negative	5%	Final Exam (comprehensive)	30%

In order to receive credit for BA 1020, you must achieve a 50 percent (50%) on the final examination, and a course composite grade of at least D (50%). You are strongly encouraged to complete all assignments and quizzes; you will receive a zero (0) for any missed assignments, quizzes and exams if not completed by the assigned deadline or in attendance.

EVALUATIONS (continued):

All assignments *must be* submitted in Moodle using MS Office software. Assignments are due in Moodle on the dates set by the instructor. Late assignments will have a 20% per day late penalty applied up to 4 calendar days. On day 5 a grade of zero will be assigned.

Turnitin plagiarism software will be utilized by the instructor for all assignments that require written submission(s) by the student. Students will be provided opportunities to submit assignments in Turnitin ***before*** assignment deadlines to check their own submission(s) for original content and plagiarism.

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

TENTATIVE COURSE SCHEDULE/TIMELINE:

<u>1Week(s)</u>	<u>Week of</u>	<u>Required Reading</u>
1	Jan 5	Chapter 6 -Working and Writing in teams
2	Jan 12	Chapter 6 -Working and Writing in teams
3	Jan 19	Chapter 6 – Business meetings
4/5	Jan 26/Feb 2	Chapter 4 - Designing Documents, Slides, & Screens
5/6	Feb 2/9	Chapter 10 - Planning, Researching and Documenting Reports
7	Feb 16	-----Family Day and Winter Break-----
8	Feb 23	Chapter 11 – Writing Proposals and Reports
9	Mar 1	Chapter 13 – Employment Communications
10	Mar 8	Chapter 13 – Employment Communications
11	Mar 15	Chapter 13 – Employment Communications Student Business Conference (March 17)
12	Mar 22	Chapter 7 – Routine Messages
13	Mar 29	Chapter 8 – Negative Messages
14/15	Apr 5/12	Chapter 9 – Persuasive and Sales Messages

STUDENT RESPONSIBILITIES:

Participation:

Each student is expected to come to class on time. Late arrivals will be recorded as an absence. Arriving late is disruptive to the class. The expectation for this course is that students have read the material.

You may be refused permission to write the final examination in BA 1020 on the advice of the instructor. This happens when absences are excessive, more than 6 absences (2 weeks), or if significant parts of required exercises, assignments, quizzes and/or term tests are not completed.

Course materials (course outline, schedule information, assignments, PowerPoints, etc.) and announcements will be available on Moodle, McGraw Hill Connect, and GPRC Webmail. Students are responsible for checking these websites regularly. Attendance is taken in each class and recorded in MyGPRC.

In the event that you miss a class, it is your responsibility to acquire the course material missed and to complete assigned readings, in-class work and assigned homework.

Time Management:

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, exercises, and assignments.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and talking on a cell phone during class is therefore strictly prohibited. *Cell phones must be turned off or set to silent mode. If you need to take a call please leave the classroom quietly.*

Recording:

Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

Email:

Students may contact the instructor by email or phone. Emails will be answered within one business day outside of stated office hours.

Email correspondence must be sent to your instructor from your GPRC student email account. Emails should be professionally formatted and include a subject, correct spelling and grammar, and reference to course material and/or textbook pages, etc.

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: Academic and Non-Academic on Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/> and <https://www.gprc.ab.ca/about/administration/policies/fetch.php?ID=68>

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

Plagiarism

Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not. Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- Parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- Clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data, and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.

Cheating

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as speaking to other students or communicating with them under any circumstances whatsoever
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers
- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- Impersonation of another student in an examination or other class assignment.
- Absolutely no examination materials may be removed from the examination room. All papers, answer forms and examination question sheets must be returned to the instructor. If students

leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offences they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offence.