



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION
COURSE OUTLINE – WINTER 2018**

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

INSTRUCTOR: Dr. Tina Strasbourg **PHONE:** 780-539-2237
OFFICE: C408 **E-MAIL:** tstrasbourg@gprc.ab.ca
OFFICE HOURS: Monday & Wednesday 11:30 to 12:30, Tuesday & Thursday 2:30 to 3:30

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. and Locker, K. (2015). Business Communication NOW: Third Canadian Edition. Toronto: McGraw-Hill Ryerson Canada.

Students will require access to McGraw Hill Connect, which is provided through an access card provided with a NEW textbook.

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

LEARNING OUTCOMES:

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

- Demonstrate good business writing skills in the production of letters, memos, reports, instant messages, resumes, and cover letters
- Research, plan, compose, edit, and document formal reports, business letters, emails, texts, and graphic design publications;
- Demonstrate competence in the application of business meeting skills

TRANSFERABILITY: UC, AU, CU, CUC, KUC

***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%
Web Design Project	20%	Formal Report	20%
Business Meetings	3%	Business Conference Memo	5%
Meet and Greet	2%	Employment Package	30%
Business Letter: Persuasive	5%		

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

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:

<u>Weeks</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Outline	
Week 2	Teamwork	Chapter 6 —Working and Writing in Teams
Week 3	Business Meetings	Handouts on Moodle
Week 4	Website/Presentation Design	Chapter 4 —Designing Documents, Slides, and Screens
Week 5	Website/Presentation Design	Handouts on Moodle
Week 6	Website/Presentation Design	Handouts on Moodle
Week 7	Business Reports	Chapter 10 —Planning, Researching, and Documenting Reports
Week 8	Reading Week—No Class	
Week 9	Business Reports	Chapter 11 —Writing Proposals and Reports
Week 10	Employment Package	Chapter 13 —Resumes and Cover Letters
Week 11	Employment Package	Handouts on Moodle
Week 12	Employment Package	Interviews (Thursday, March 22 Business Conference)
Week 13	Business Messages	Chapter 7 —Routine Messages
Week 14	Negative Messages	Chapter 8 —Negative Messages
Week 15	Persuasive Messages	Chapter 9 —Persuasive and Sales Messages

STUDENT RESPONSIBILITIES:

- All assignments must be word-processed.
- Assignments are due on the dates set by the instructor. Unauthorized late assignments will have a 10% per day late penalty applied.
- 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.

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 Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

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

Additional Information:

Pet Peeves

Cell phones that ring during class or use of cell phones during class. The sound of binders closing and people packing-up books before I've indicated that the class is over. Trying to talk over people who are discussing their weekend plans during class time. Unstapled assignments. Use of laptops or other electronic devices that disrupts other students.