



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – WINTER 2019**

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

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
**OFFICE:** C201      **E-MAIL:** cvasileiou@gprc.ab.ca  
**OFFICE HOURS:** T/TH 10:00 to 11:30 am

**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. (2018). *Business Communication NOW*. Fourth 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, or if you have a used textbook, you can purchase just the access code.

**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:

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there are transfer agreements with the following institutions and courses:

[Athabasca University: ADMN 233 \(3\)](#)

[Bow Valley College: MGMT 1201 \(3\)](#)

[Burman University: ENGL 225 \(3\)](#)

[Concordia University of Edmonton: BUS 1xx \(3\)](#)

[King's University, The: BUSI 2xx \(3\)](#)

[MacEwan University: ENGL 211 \(3\)](#)

[Southern Alberta Institute of Technology: COMN 220 \(3\), COMN 290 \(3\)](#)

[University of Calgary: Sr. MGMT \(3\)](#)

**\*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:

Connect – Quizzes	10%	Business Letter: Negative	5%
Web Design Project	20%	Formal Report	20%
Meetings Roberts Rules of Order	3%	Business Conference Memo	5%
Meet and Greet	2%	Employment Package	30%
Business Letter: Persuasive	5%		

## 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:

<u>Weeks</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Outline	
Week 2	Teamwork	<b>Chapter 6</b> —Working and Writing in Teams
Week 3	Business Meetings	Handouts on Moodle
Week 4	Website/Presentation Design	<b>Chapter 4</b> —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	<b>Chapter 10</b> —Planning, Researching, and Documenting Reports
Week 8	<b>Reading Week—No Class</b>	
Week 9	Business Reports	<b>Chapter 11</b> —Writing Proposals and Reports
Week 10	Employment Package	<b>Chapter 13</b> —Resumes and Cover Letters
Week 11	Employment Package	Handouts on Moodle
Week 12	Employment Package	Interviews ( <b>Tuesday, March 19 Business Conference</b> )
Week 13	Business Messages	<b>Chapter 7</b> —Routine Messages
Week 14	Negative Messages	<b>Chapter 8</b> —Negative Messages
Week 15	Persuasive Messages	<b>Chapter 9</b> —Persuasive and 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.**

- 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.