



DEPARTMENT Business and Office Administration

COURSE OUTLINE – WINTER 2019

BA1020_C3: 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 & Wednesday 10 AM – 12 PM 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. (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 text to class.

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:

- 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:

Athabasca University

Burman University

Concordia University of Edmonton

King’s University

MacEwan University

Southern Alberta Institute of Technology

University of Alberta

University of Lethbridge

University of Calgary

Bow Valley College

***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: Persuasive	5%
Graphic Design Project	20%	Formal Report	15%
Meetings Project	5%	Business Conference Memo (Mar 19)	5%
Business Letter: Routine	5%	Employment Package	30%
Business Letter: Negative	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:

This timeline is approximate and may be changed by the instructor.

<u>Week of</u>	<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Jan 1	Week 1	Outline	Chapter 6 -Working & Writing in teams
Jan 7	Week 2	Teamwork	Chapter 6 -Working & Writing in teams
Jan 14	Week 3	Business Meetings	Handouts
Jan 21	Week 4	Graphic Design	Chapter 4 - Designing documents, slides, & screens
Jan 28	Week 5	Graphic Design	Handouts
Feb 4	Week 6	Graphic Design / Business Reports	Chapter 4 & Chapter 10
Feb 11	Week 7	Business Reports	Chapter 10 - Planning, Researching & Documenting Reports
Feb 18	Week 8	Family Day and Winter Break	
Feb 25	Week 9	Business Reports	Chapter 11 – Writing Proposals & Reports
Mar 4	Week 10	Employment Package	Chapter 13 – Resumes & Cover Letters
Mar 11	Week 11	Employment Package	Chapter 13 – Resumes & Cover Letters
Mar 18	Week 12	Employment Package Business Conference (Mar 19)	Chapter 13 – Resumes & Cover Letters
Mar 25	Week 13	Routine Messages	Chapter 7 – Routine Messages
April 1	Week 14	Negative Messages	Chapter 8 – Negative Messages
April 8	Week 15	Persuasive & Sales Messages	Chapter 9 – Persuasive & Sales Messages

STUDENT RESPONSIBILITIES:

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

- Assignments are due in Moodle 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.
- 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 a class absence.
- **Cell Phones:**
 - The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and/or talking on your cell during class is therefore strictly prohibited. Cell phones must be either turned off or set to *silent mode and placed out of site*.
- **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.

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.