



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2012

BA1020C BUSINESS COMMUNICATIONS II – 3(3-1-0) 60 HOURS

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
OFFICE: C307 **E-MAIL:** cmcleod@gprc.ab.ca

OFFICE HOURS: Tues & Thurs:
10:00 -11:30am *Or by Appointment

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Thill, J., Bovee, C., Scribner, J. (2010). *Business Communication Essentials; Second Canadian Edition*. Toronto: Pearson Education Canada

CALENDAR DESCRIPTION:

Building on concepts covered in BA1010, BA 1020 covers business and employment communication, business letters and memos, resumes, cover letters, interviews, business meetings, formal reports, argumentation and persuasion, and essentials of graphic design

CREDIT/CONTACT HOURS:

BA 1020 consists of three hours of instruction and a one hour lab weekly – often used in non-traditional ways for practical considerations such as attending a formal meeting off-campus, conducting interviews for the “job package”, or attending the annual department Leadership Conference.

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.

OBJECTIVES:

- To understand and 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 realize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To understand 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 and written formats.
- To effectively present an analysis of a situation using a formal report format.
- To appreciate the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.

TRANSFERABILITY:

** 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

GRADING CRITERIA:

Business Administration & Commerce Department			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	76 – 79	
B	3.0	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	64 – 66	
C⁻	1.7	60 – 63	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Professionalism	5%
Business Meeting Project Due: Feb. 6 th	10%
Graphic Design Project Due: Feb 16 th	20%
Employment interviews and evaluation March 5 th	5%
Resume & cover letter Due: March 12 th	20%
Business Conference Assignment Due: April 2 nd	20%
Business letters: Due: April 5 th & April 12 th	20%

STUDENT RESPONSIBILITIES:

- All assignments must be word-processed.
- Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10% per day late penalty applied.
- 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.
- Class Professionalism: 5% of the final grade will be attributed to participation and attendance in class. In order to get the most out of class regular attendance and active participation is encouraged. Repeated lateness will be viewed similar to an absence in class. More than 5 absences will be in jeopardy of receiving a zero for professionalism. Disruptive classroom behavior will also be viewed as "not professional"... i.e. excessive/disruptive talking, texting, taking phone calls, ect.

STATEMENT ON PLAGIARISM AND CHEATING:

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 www.gprc.ab.ca/about/administration/policies/**

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

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Jan. 5 -20	Business meetings	Ch 1 & 2
Jan. 23 – Feb. 10	Graphic Design	Handouts provided by instructor
Feb. 13 – March 2	Searching for Employment & Preparing Employment Messages, Interviewing and Follow-up	Ch 13 & 14
March 5 – 16	Business Reports, Proposals and Presentations	Ch 10 - 12
March 21	Business Conference	
March 20 –April 12	Principles of Business Writing	Ch 3 – 9