



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2020

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

INSTRUCTOR: Elke Haggerty

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OFFICE HOURS: Tuesday and Thursday 1 p.m. ~~to 2:30 p.m.~~ or and by appointment

*It is preferred you send all email correspondence from your GPRC student email account and professionally format it (i.e. subject line filled in, proper greeting, spelling and grammar check, etc...). Emails that do not follow the above requirements may not be responded to. Please include all the details relevant to your question with the email.

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 can purchase McGraw Hill Connect. Connect access is not essential as quizzes will be on the Moodle. Connect access codes come with new textbooks or can be purchased separately. Connect gives students access to resources such as annotated model documents, skills videos, speech videos, writing tutors, a variety of valuable writing skills information areas, and web links. It also has supplementary exercises that students can access for their own learning.

DELIVERY MODE(S):

The class work will include lectures, class discussions, small group activities, use of video and audio presentations, reviewing assignments and student presentations. To get the most out of the learning, students are encouraged 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 techniques to allow meetings to achieve identified 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 in a formal report.
- To recognize the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.

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; and
- 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.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: Persuasive	5%
Graphic Design Project	5%	Formal Report	15%
Meetings Project	5%	Business Conference Memo	5%
Business Letter: Routine	5%	Employment Package	15 20%
Business Letter: Negative	5%	Final Exam	30%

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(s)</u>	<u>Topic</u>	<u>Chapter</u>
Week 1 (Jan. 6-10)	Outline & Introduction	
Week 2 (Jan. 13-17)	Teamwork	Chapter 6 Working & Writing in Teams
Week 3 (Jan. 20-24)	Business meetings	Handouts
Week 4 (Jan. 27-31)	Graphic Design	Chapter 4 Designing Documents, Slides, & Screens & Handouts
Week 5 (Feb. 3-7)	Graphic Design	
Week 6 (Feb. 10-14)	Business Reports	Chapter 10 Planning, Researching, & Documenting Reports
Week 7 (Feb. 17-21)	Family Day & Reading Week – no classes	
Week 8 (Feb. 24-28)	Business Reports	Chapter 11 Writing Proposals & Reports
Week 9 (Mar. 2-6)	Employment Package	Chapter 13 Resumes & Cover Letters
Week 10 (Mar. 9-13)	Employment Package	
Week 11 (Mar. 16-20)	Employment Package Business Conference (19 th)	
Week 12 (Mar. 22-27)	Routine Messages	Chapter 7
Week 13 (Mar. 30-Apr.3)	Negative Messages	Chapter 8
Week 14 (Apr. 6-10)	Persuasive & Sales Messages	Chapter 9
Week 15	Final Exam start. Exam period: April 15-25	

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.
- **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.

Attendance

Students are expected to attend all scheduled classes; [online classes can be accessed via the course Moodle](#). Arriving on time and staying for the duration of the activities is desired to encourage learning and not doing so can be disruptive or can negatively affect others' learning. Frequently arriving late or leaving early may be treated as an absence and students with absences in excess of 6 classes may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.gprc.ab.ca/programs/grading-systems.html>.

Cell Phones

The use of cell phones during class time can be quite distracting to the instructor and to fellow students. Please turn these to silent or consider turning these devices off.

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.

Student Conduct

As a student, it is your responsibility to read, understand and comply with the college's academic policies, which are reviewed regularly, updated and posted on our college website. If you have any questions regarding these policies, please contact Student Services.

Academic Grievance

If you feel the actions of an academic staff member are affecting your academic standing, you are encouraged to seek advice and follow the procedures detailed in the Student Academic Grievance Policy. All discussions regarding your concerns are bound by a code of professional ethics that demands confidentiality unless you specifically give permission in writing for the information to be shared.

Normally, you will be encouraged to approach the instructor to share your concern. If satisfaction is not achieved as a result of the discussion with the instructor, you are encouraged to carry the concern to the Chair of the Department. The Chair will normally meet with you and the instructor to facilitate a timely resolution to the issue. You may request the presence of an advocate at this stage or at any other stage in the grievance process.

If your concerns are not resolved by these informal processes, the Chair of the Department will ask you to prepare a written statement of the grievance which clearly indicates the outcome you expect and the appropriate Academic Dean shall try to negotiate the resolution. This step normally moves your concern into the formal grievance processes. At this stage you will want to ensure that you have a complete copy of the Student Academic Grievance Policy.

Students have the right to fair and equitable procedures for resolving matters affecting academic standing. The Student Academic Grievance Policy is available on the College website at www.gprc.ab.ca.

Copyright

Students must obey the Canadian Copyright Act. If you require specific information about copyright, please consult the Library Digital Production Technician or the Library Reference person on duty. GPRC's policy and guidelines for academic use of copyright-protected works may be found on the Library website.

Academic Dishonesty

The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor. Please also see the following page of the outline.

Courtesy & Inclusion

I encourage you to help create an environment of courtesy and inclusion. One way to do this is to consider that anything that anyone does is to meet a need; it is never about someone doing something to us. If we can view the world this way, we can get curious about what is going on for others instead of getting upset. We can also fully share with others, without judgement, what is important to us. This is a gift. For this strategy see: <https://www.youtube.com/watch?v=eF6kMJxOpvI>

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

****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 offenses 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 offense.