



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2018

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

INSTRUCTOR: Abigail (Abby) Head **PHONE:** 780-539-2712
OFFICE: C304 **E-MAIL:** ahead@gprc.ab.ca
OFFICE HOURS: Monday and Wednesday 11:30AM to 1:30PM 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. (2015). Business Communication Now (Third Canadian Edition ed.). n.p.: McGraw-Hill Ryerson Limited.

Students will *need to* purchase **Connect** which provides access to the e-book and quizzes.

DELIVERY MODE(S):

This is a three credit online course. The course work includes a number of handouts and audio files which students may access at any time. A general question and answer forum is included and students are encouraged to ask questions in this format. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed. 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 key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- 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 effectively present an analysis of a situation using a formal report format.
- To recognize the importance of teamwork and conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.

- To demonstrate the use of persuasive communication techniques in both oral & written formats.

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:

Athabasca University
 Bow Valley College
 Burman University
 Concordia
 King's University
 Southern AIT
 MacEwan University
 University of Calgary

***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:

Graphic Design	14%
Business Meeting Assignment	10%
Formal Report	14%
Letter Assignment	6%
Email Assignment	6%
Employment Package	30%
Connect Quizzes	10%
Discussion Forums	10%

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>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Weeks 1 - 3	Introduction & Graphic Design	Chapters 1 & 4, Handouts
Weeks 3 - 4	Meetings, Teams & Adapting to audiences	Chapters 2 & 6 & Handouts
Weeks 5 - 7	Reports	Chapters 10, 11
Weeks 8 - 10	Routine, Negative & Persuasive messages	Chapters 7, 8, 9
Weeks 11 – 13	Employment Package	Chapter 13 & Handouts

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. If you fail to complete an assignment you will be assigned a grade zero.

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.