GPRC

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2021

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

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honoured to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land.

INSTRUCTOR: Amy Rawluk, CPA	**PHONE:** 780-539-2873
OFFICE: C413	**E-MAIL:** ARawluk@gprc.ab.ca
OFFICE HOURS: Monday 3:00-4:00, Wednesday 1:00-2:00, 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:

1. Text

   Locker, K. O., Mackiewicz, J., Aune, J. E., & Kienzler, D. S. (2019). *Business and Administrative Communication* (Twelfth Canadian ed.). New York, NY: McGraw-Hill Education.

   This text includes Connect with Smartbook Online Access. Both the text and Connect will be used extensively. Students will **need** to purchase Connect which provides access to an e-book and Connect quizzes. Instructor to provide URL link to register in Connect.

2. Online course management system

   GPRC uses the "myClass" (D2L) online course management system.

   To access myClass (D2L), visit https://myClass.gprc.ab.ca/d2l/home

REQUIRED TEXT/RESOURCE MATERIALS (continued):

3.

MINIMUM DEVICE REQUIREMENTS:

NOTE: A desktop or laptop computer is strongly recommended over tablet devices for participation in online meetings or online class sessions. iPhones or Android phones may provide minimum functionality , but are NOT recommended for participation in online sessions.

A device <u>must meet or exceed</u> the following specifications to participate in online courses at GPRC:

Platform	OS Version	Hardware Specs
Windows Desktops Windows Laptops Windows Tablets	Windows 10 Home Windows 10 Professional Windows 8 or 8.1 *Windows 10S is not supported in S mode	Dual-core CPU 2 GB RAM 64 GB storage 1280x768 display resolution Microphone Speakers or Headphones Web camera
Mac Desktops Mac Laptops	macOSX 10.13 or higher	Dual-core CPU 4 GB RAM 64 GB storage 1280x800 display resolution Microphone Speakers or Headphones Web camera
Chromebooks	ChromeOS with updates enabled	Dual-core CPU 2 GB RAM 16 GB storage Speakers or Headphones
iPad v3 or newer	iOS 7.0 or iPadOS 13	8 GB of free storage Speakers or Headphones
Android Tablet	Android 6.0	Dual-core CPU 1 GB RAM 8 GB of free storage 1280x800 display resolution Speakers or Headphones

4.

SOFTWARE & NETWORK REQUIREMENTS:

The following software apps and internet capacity are required to participate in online courses at GPRC:

Application	
Web Browser	Google Chrome with auto updates enabled
Office Suite *GPRC students receive a free Microsoft Office 365 license for Windows or macOSX	Microsoft Office 2016 or compatible office suite

Internet	
DSL, Cable or LTE wireless internet	1.5Mbps upload, 1.5Mbps download

DELIVERY MODE(S):

This is a **paced** online self-study course.

Students will work through the course content in the order in which it is presented, completing all textbook readings, Connect chapter quizzes, and assignments (if applicable) **before** progressing to the next week. Please adhere to the tentative weekly schedule; see course schedule/tentative timeline below.

The course is delivered entirely online using myClass and the McGraw-Hill Connect online learning system (Connect). For each chapter, a MS PowerPoint presentation is available. Relevant chapter Connect quizzes are assigned to test your knowledge, understanding, and application of the material throughout the course. You will be evaluated several times so you can assess how you are doing as you work through the material. The quizzes have **specific due dates** to keep you on track so you finish the course on time; Connect will automatically submit quizzes in progress on the due date.

It is highly recommended that you take advantage of all of the material on the myClass course page. Grades for quizzes, projects, assignments, and the final exam are posted to the myClass course page within a week after the due date. The grades posted will not include your final letter grade. Please check your myGPRC account for your final letter grade after the completion of the course.

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:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page http://www.transferalberta.ca.

** 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:

Quizzes (Connect quiz per chapter)	30%
Assignments (5 @ 8% each)	40%
Final Exam (comprehensive)	30%

You are strongly encouraged to complete all assignments, projects, and quizzes; you will receive a zero (0) for any missed assignments, quizzes, projects, and exams if not completed by the assigned deadline or in attendance.

All assignments and projects **must be** submitted in myClass using Microsoft Office software. Quizzes, assignments, and projects are due in myClass or Connect on the dates set by the instructor. Late assignments will not be accepted. No extensions or re-writes will be granted. Any missed assignments will receive a grade of zero.

Turnitin plagiarism software will be utilized by the instructor for all assignments and projects that require written submission(s) by the student. Students will be provided opportunities to submit assignments and projects in Turnitin **before** assignment deadlines to check their submission(s) for original content and plagiarism.

Final exams will be written as scheduled by the Registrar during the exam period from December 11-20, 2021. **Do not plan activities or trips during this period.** Re-writes for the final exam will <u>not</u> be granted, and any unexcused absences will earn a grade of zero.

- The final examination for this course must be taken online with the use of Connect Lockdown Browser and Connect Monitor exam proctoring software. Students must download Lockdown Browser and Connect Monitor will automatically start with examinations through Connect. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.
- Lockdown Browser and Connect Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations. The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that "No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body." In addition, S. 39 (4) states, "A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."

- If you are unable to complete your examination using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at 780- 539-2212 to arrange to write your exam. Students must book their examination no less than 2-weeks in advance of the test date and students are choosing to write the examination in the GPRC Testing Centre are responsible for the $30 sitting fee.

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:

The course schedule is tentative and may vary slightly at the discretion of the instructor.

Week(s)	Week of	Required Reading
1	Aug 29	Chapter 1 & 2
2	Sept 5	Chapter 3
3	Sept 12	Chapter 4
4	Sept 19	Chapter 5
5	Sept 26	Chapter 6
6	Oct 3	Chapter 7
7	Oct 10	Thanksgiving & Fall break
8	Oct 17	Chapter 8
9	Oct 24	Chapter 9 & 10
10	Oct 31	Chapter 11
11	Nov 7	Chapter 12
12	Nov 14	Chapter 13
13	Nov 21	Chapter 14
14	Nov 28	Chapter 15
15	Dec 5	Chapter 16

STUDENT RESPONSIBILITIES:

Time Management:

The expectation for this course is that students read the material before class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in readings, exercises, discussions, and assignments.

Email:

Students may contact the instructor by email or phone. Emails will be answered within one business day outside of stated office hours. Email correspondence must be sent to your instructor from your GPRC student email account. Emails should be professionally formatted and include a subject, as well as reference course material and/or textbook pages, etc.

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 **

If you have questions on whether or not you might be violating this policy, please discuss this with your instructor **before** you submit your assignment. **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, classwork, 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 offences, 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 offence.