



## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – FALL 2015

#### BA1020EC 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:**

Findlay, I., & Locker, K. (2015). *Business Communication NOW; Third Canadian Edition*. Toronto: McGraw-Hill Ryerson. Canada

#### **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.

#### **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 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.

#### **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

## 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.

## Course Outcomes:

Upon successful completion of the course, students will be able to:

- Apply the correct use of action statements, AIDA writing and professional resumes to employment packages;
- Research, plan, compose, edit, and document a formal report, business letter & email and graphic design publication;
- Plan, execute and evaluate an effective business meeting.

## GRADING CRITERIA:

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

## EVALUATIONS:

Connect – Learn Smarts & Quizzes	9%	Business Conference Formal Report	15%
Graphic Design Project	20%	Employment Package	30%
Business Letter: Routine	7.5%	Discussion Forums	11%
Business Letter: Routine	7.5%		

## STUDENT RESPONSIBILITIES:

- All assignments must be word-processed.
- Assignments are due on the dates set by the instructor. 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.**

## 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/\\*\\*](http://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>
Week 1	Outline	
Week 2	Teamwork	<b>Chapter 6</b> -Working and writing in teams
Week 3	Business Meetings	<b>Handouts</b> <b>Chapter 4</b> - Designing documents, slides, and screens
Week 4	Graphic Design	<b>Handouts</b> <b>Chapter 10</b> - Planning, Researching & Documenting Reports
Week 5	Graphic Design	<b>Chapter 11</b> – Writing Proposals & Reports
Week 6	Business Reports	<b>Chapter 7</b> – Routine Messages <b>Chapter 8</b> – Negative Messages
Week 7	Business Reports	<b>Chapter 9</b> – Persuasive & Sales Messages
Week 8	Business Messages	<b>Chapter 13</b> – Employment Package
Week 9	Emails & Routine Messages	<b>Handouts</b>
Week 10	Negative & Persuasive Messages	<b>Chapter 13</b> – Employment
Week 11	Skills Credentialing Tool For Individuals Resumes	
Week 12	Skills Credentialing Tool For Individuals Resumes	
Week 13	Employment Interview	

Package