



Grande Prairie Regional College

Department of Business and Office Administration

COURSE OUTLINE – Fall 2019

BA1020 Business Communications II

3(3-1-0) UT [60 hours]

Instructor: Keston Luke

Phone: Office: 780-539-2979

Office: E309

E-mail: kluke@gprc.ab.ca

Office Hours: Tuesdays from 10:00 – 11:30 pm, Thursdays from 10:30 – 12:00 pm. By appointment at other times or on a drop in basis if I am free

Calendar Description:

This course builds upon BA 1010 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)/ Co-requisite:

None

Required Text/Resource Materials:

Business Communications Now, Third Canadian Edition by Findlay & Locker. Students will require access to McGraw Hill Connect, which is provided through an access card provided with a NEW textbook.

Delivery Mode(s):

This is a 3 credit synchronous online course. The course work includes a number of recorded audio sessions which students may listen to 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 of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- To apply careful preparation and planning in all forms of employment communications and to explore the use of a professional approach in a job competition.
- To recognize the importance of conducting effective meetings and to build the techniques to allow meetings to achieve objectives.
- To explore the use of persuasive communication techniques in both oral and written formats.
- To apply the techniques for composing specific forms of effective written business communication to meet the needs of both the sender and the target audience.
- To effectively present an analysis of a situation using a formal report format.

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: ADMN 233 (3), Bow Valley College: MGMT 1201 (3), Burman University: ENGL 225 (3), Concordia University of Edmonton: BUS 1xx (3), King's University, The: BUSI 2xx (3), MacEwan University: ENGL 211 (3), University of Calgary: Sr. MGMT (3)

***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 Project	14%
Business Meeting assignment	10%
Formal Report	14%
Letter and email assignments	12%
Employment package	30%
Quizzes	10%
Discussion forums	10%

Grading Criteria:

Grades will be assigned on the Letter Grading System. 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

Examinations:

There will be five quizzes periodically during the course.

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 and persuasive messages	Chapters 7, 8, 9
Weeks 11 - 13	Employment Package	Chapter 13 and Handouts

Please note: The above schedule may be modified according to the needs of the class.

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.

- Records retention: Class records and quizzes will be maintained until two weeks after the end of the semester. These records will then be destroyed in a secure manner. Any unclaimed student projects may be kept and shown as examples for future classes if consent is granted.

Statement on Plagiarism:

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.