



## BA 1020 - B3/D3 - Business Communications II Winter 2013

**Credits:** 3

**Hours:** 60 hours (3-1-0)

**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.

**Pre-requisite:** None, although it's helpful to have completed BA 1010 (or equivalent) or an introductory college-level English course

**Transferability:** This course transfers to some universities. (UC, AU, CU, CUC, KUC) as either an introductory business communications course or as unspecified credit. Check with the receiving institution for specifics

**Instructor:** Bill Corcoran

**Contact:** Room C 412 – 780-539-2735 – [bcorcoran@gprc.ab.ca](mailto:bcorcoran@gprc.ab.ca)

**Office Hours:** MW 2:30 to 4 p.m. or by appointment. Appointment is usually better since I'm very prone to wandering.

**Text:** **Bovee, Courtland, et al., *Business Communications Essentials (Third Canadian Ed.)*. Toronto: Pearson Canada, 2013.**

In addition, you'll need to download, print, and read a variety of supplementary handouts on the BA 1020 Moodle site.

**Text Usage:** We'll use the Bovee text selectively – quite a bit for some topics (i.e. Business Writing), not so much for other areas (i.e. Graphic Design.) If you can find an earlier version of the text (or even a similar Canadian business communications text), you should be able to get by.

**Grading:**

5%	Business Writing #1
10%	Business Writing #2
15%	Job Package #1
5%	Job Package #2 (Revisions)
10%	Employment Interview
15%	Graphic Design
10%	Business Meeting
5%	Formal Report - Progress Report
25%	Formal Report – Final

Note: You must hand in all assignments AND receive a passing grade (50% or better) on the Formal Report – Final to pass the course.

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Winter 2013**Final Grade:** This course will use the standard GPRC grading scheme

A+	4.0	90-100	Excellent
A	4.0	85-89	
A-	3.7	80-84	First Class Standing
B+	3.3	76-79	
B	3.0	73-75	Good
B-	2.7	70-72	
C+	2.3	67-69	Satisfactory
C	2.0	64-66	
C-	1.7	60-63	
D+	1.3	55-59	Minimal Pass
D	1.0	50-54	
F	0.0	0-49	Fail

**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/**)

**Course Schedule:**

Week	Week of	Reading/Moodle	Topic	Test/Due
1	7-Jan	Ch. 3,4,5 (skim) Ch. 7	Business Writing	
2	14-Jan	Ch. 6, 8	Business Writing	Business Writing #1 – 3 <sup>rd</sup> Class
3	21-Jan	Ch. 9	Business Writing	
4	28-Jan	Ch. 13 + Moodle (JP)	Job Package	Business Writing #2 – 2 <sup>nd</sup> Class
5	4-Feb		Job Package	
6	11--Feb	Ch. 14 + Moodle (INT)	Employment Int.	Job Package #1 – 2 <sup>nd</sup> Class
	<b>Reading Week</b>			
7	25-Feb		Employment Int.	Interview – 2 <sup>nd</sup> or 3 <sup>rd</sup> Class
8	4-Mar	Ch. 10 + Moodle (GD)	Formal Report/ Graphic Design	Job Package – 1st Class
9	11-Mar	Ch. 11 + Moodle (GD)	Formal Report/ Graphic Design	Formal Report- Progress Report- 3 <sup>rd</sup> Class
10	18-Mar		Formal Report/ Graphic Design	Bus Conference – Mar. 21
11	25-Mar	Moodle (Meet)	Formal Reports/ Business Meetings	Graphic Design – First Class
12	1-Apr	Moodle (Meet)	Business Meetings	
14	8– Ap		Business Meetings	Business Meetings - 2 <sup>nd</sup> or 3 <sup>rd</sup> Class
15	15-Apr			Formal Report - Final - Last Class

**Bill Corcoran, January 2013**