



DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2013

BA1020C 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:
1 -2:30pm *Or by Appointment

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Thill, J., Bovee, C., Scribner, J. (2012). *Business Communication Essentials; Third Canadian Edition*. Toronto: Pearson Education Canada

CALENDAR DESCRIPTION:

Building on concepts covered in BA1010, BA 1020 covers business and employment communication, business letters and memos, resumes, cover letters, interviews, business meetings, formal reports, argumentation and persuasion, and essentials of graphic design

CREDIT/CONTACT HOURS:

BA 1020 consists of thirteen weeks of online learning

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.

GRADING CRITERIA:

Business Administration & Commerce Department			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
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
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Graphic Design Project 25%
Email Assignment 7.5%
Letter Assignment 7.5%
Formal Report 20%

Meeting Project 15%
Resume & Cover Letter_15%
Discussion Forums_10%

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.**
- In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.

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/**

**Note: all Academic and Administrative policies are available on the same page.

Week	Module	Unit	Required Readings	Forums	Assignments Due
Week 1	Welcome to Business Communications II Module			Meet Your Classmates	
Week 2	Graphic Design Module # 1	Graphic Design Unit	Design Concepts & Organization & Architecture Course Book	Graphic Design Swipe File	
Week 3	Graphic Design Module #1	Photography Unit	PREDA Graphic Design Example	Graphic Design Photography	
Week 4	Short Correspondence Module #2	Business Writing	Chapters 3-5 & Business Writing Course Book	Practice Your Skills	Graphic Design Assignment Due Date: Oct. 6 th
Week 5	Short Correspondence Module #2	Routine Messages	Chapters 6-7 & Memo, Emails & Letters and Routine Messages Course Books	Email Skills	
Week 6	Short Correspondence Module #2	Negative & Persuasive Messages	Chapters 8 - 9 & Negative & Persuasive Messages Course Book	Buffers	Email Assignment Due Date: Oct. 20 th
Week 7	Business Reports Module #3	Business Reports 1	Chapter 10 & Reports & Proposals Course Book	Reports	Letter Assignment Due Date: Oct. 27 th
Week 8	Business Reports Module #3	Business Reports 2	Chapter 11 & Completing Reports Course Book	Indirect vs. Direct Approach	
Week 9	Business Meetings Module #4	Business Meetings	Chapter 1	Business Meetings	
Week 10	Remembrance Day & Formal Project Submission				Formal Report Due Date: Nov. 18 th
Week 11	Employment Package Module #5	Resume & Cover Letter	Chapter 13 & Resumes & Cover Letters Course Book	Action Statements	Business Meeting Project Due Date: Nov. 24 th
Week 12	Employment Package Module #5	Employment Interview	Chapter 14 & Interviewing Course Book	Interview Questions	
Week 13	Employment Package Module #5	Submitting Your Resume & Cover Letter			Resume & Cover Letter Due Date: Dec. 10