



DEPARTMENT OF BUSINESS

COURSE OUTLINE – FALL 2014

BA1020C BUSINESS COMMUNICATIONS II 3(3-1-0) – ONLINE

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
OFFICE: C307 **E-MAIL:** cmcleod@gprc.ab.ca

OFFICE HOURS: Tues & Thurs:
11:30am – 12:50pm *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 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.

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.**

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.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Module	Assignments Due
Week 1	Welcome	
Week 2	Graphic Design Module # 1	
Week 3	Graphic Design Module #1	
Week 4	Short Correspondence Module #2	Graphic Design Assignment
Week 5	Short Correspondence Module #2	
Week 6	Short Correspondence Module #2	Email Assignment
Week 7	Business Reports Module #3	Letter Assignment
Week 8	Business Reports Module #3	
Week 9	Business Meetings Module #4	
Week 10	Formal Report Submission	Formal Report
Week 11	Employment Package Module #5	Business Meeting Project
Week 12	Employment Package Module #5	
Week 13	Employment Package Module #5	Resume & Cover Letter