



DEPARTMENT Business and Office Administration

COURSE OUTLINE – FALL 2016

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: Tuesday – Thursday 11:30-12:50pm

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.

PREREQUISITE(S)/COREQUISITE: 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): The class work will include 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.

COURSE 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.

LEARNING 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.

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:

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%		

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor) 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

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Outline	
Week 2	Teamwork	Chapter 6 -Working and writing in teams
Week 3	Business Meetings	Handouts
Week 4	Graphic Design	Chapter 4 - Designing documents, slides, and screens
Week 5	Graphic Design	Handouts
Week 6	Business Reports	Chapter 10 - Planning, Researching & Documenting Reports
Week 7	Business Reports	Chapter 11 – Writing Proposals & Reports
Week 8	Business Messages	Chapter 7 – Routine Messages
Week 9	Emails & Routine Messages	Chapter 8 – Negative Messages
Week10	Negative & Persuasive Messages	Chapter 9 – Persuasive & Sales Messages
Week 11	Skills Credentialing Tool For Individuals Resumes	Chapter 13 – Employment Package
Week 12	Skills Credentialing Tool For Individuals Resumes	Handouts
Week 13	Employment Interview	Chapter 13 – Employment Package

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:

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 <http://www.gprc.ab.ca/about/administration/policies/>

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