



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 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:
10:00 -11:30am *Or by Appointment

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Thill, J., Bovee, C., Scribner, J. (2010). *Business Communication Essentials; Second 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:

Business Meeting Project	10%	Oral Presentation	10%
Graphic Design Project	20%	Business Conference Formal Report	20%
Employment interviews and evaluation	5%	Business Letter: Routine	7.5%
Resume & cover letter	20%	Business Letter: Negative	7.5%

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.

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Outline & Business Meetings	Ch. 1
Week 2	Business Meetings	Ch. 2
Week 3	Graphic Design	Handouts
Week 4	Graphic Design	Handouts
Week 5	Graphic Design	Handouts
Week 6	Resumes <ul style="list-style-type: none"> • Graphic Design & Meetings Due 	Ch. 13
Reading Week		
Week 7	Employment Interview <ul style="list-style-type: none"> • Resumes Due 	Ch. 14
Week 8	Business Reports <ul style="list-style-type: none"> • Interviews Due 	Ch. 10
Week 9	Business Reports	Ch. 11
Week 10	Presentations <ul style="list-style-type: none"> • Presentations Due 	Ch. 12
Week 11	Business Messages	Ch. 3 - 5
Week 12	Emails & Routine Messages	Ch. 6 - 7
Week 13	Negative & Persuasive Messages <ul style="list-style-type: none"> • Routine & Negative Letters Due 	Ch. 8 - 9