



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2016

BA1020 BUSINESS COMMUNICATIONS II – 3(3-1-0) 60 HOURS

INSTRUCTOR: Cibylla Rakestraw **PHONE:** 780-539-2873
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OFFICE HOURS: Mondays from 12:00 – 1:30 pm, Fridays from 10:30 – 12:00 pm. By appointment at other times or on a drop in basis if I'm free

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

Findlay, I. & Locker, K. (2014). *Business Communication NOW; Third Canadian Edition*. Toronto: McGraw-Hill Ryerson Canada

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.

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 Business 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: In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institutions and courses:

[Athabasca University: ADMN 233 \(3\)](#)

[Canadian University College: ENGL 225 \(3\)](#)

[Concordia University College of Alberta: BUS 1xx \(3\)](#)

[King's University College, The: BUSI 2xx \(3\)](#)

[MacEwan University: ENGL 211 \(3\)](#)

[SAIT Polytechnic: COMM 272 or COMN 220 \(3\)](#)

[University of Calgary: Sr. MGMT \(3\)](#)

** 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

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.

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:

Connect – Quizzes	10%	Business Letter: Negative	7.5%
Graphic Design Project	20%	Formal Report	15%
Meetings Project	7.5%	Business Conference Memo	5%
Business Letter: Routine	5%	Employment Package	30%

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>
Jan 4	Week 1	Outline	
Jan 11	Week 2	Teamwork	Chapter 6 -Working and Writing in teams
Jan 18	Week 3	Business Meetings	Handouts
Jan 25	Week 4	Graphic Design	Chapter 4 - Designing documents, slides, and screens
Feb 1	Week 5	Graphic Design	Handouts
Feb 8	Week 6	Graphic Design	Handouts
Feb 15			Reading Week
Feb 22	Week 7	Business Reports	Chapter 10 - Planning, Researching & Documenting Reports
Feb 29	Week 8	Business Reports	Chapter 11 – Writing Proposals & Reports
March 7	Week 9	Business Messages	Chapter 7 – Routine Messages
March 14	Week 10	Negative Messages <i>Business Conference (Thurs)</i>	Chapter 8 – Negative Messages
March 21	Week 11	Persuasive & Sales Messages	Chapter 9 – Persuasive & Sales Messages
March 28	Week 12	Employment Package	Chapter 13 – Resumes & Cover Letters
April 4	Week 13	Employment Package	Chapter 13 – Resumes & Cover Letters
April 11	Week 14	Employment Package	Chapter 13 – Interviews