

GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE OUTLINE

BA 1020(B) BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1996

INSTRUCTOR: Catherine Van Brunssnot

TELEPHONE: 539-2768

OFFICE: C428

CONSULTATION
HOURS: Monday and Friday 2:00 - 2:45 PM
Wednesday 10:00 - 11:00 AM
or by appointment

REQUIRED
TEXTS: 1. Oltu, Walter E., et al. Writing that Works, Effective
Communications in Business. 2nd Canadian ed.
Scarborough, ON: Nelson. 1994.

2. A college-level dictionary of your choice.

TEXT USAGE: Writing that Works will be used for most topics in the
course. In addition, the book also contains a writer's
guide which is a useful reference for completing the written
assignments.

PREREQUISITE: BA 1010, approved English course, or instructor's consent

COURSE
DESCRIPTION: Building upon BA 1010, BA 1020 will cover specific forms of
business and employment communication, business letters
and memos, resumes, job application letters, interviews,
formal reports, and meetings.

COURSE
FORMAT: BA 1020 consists of four hours of instruction weekly. The
classwork will include lectures, class discussions, and
group work, simulations, previewing and reviewing
assignments, and student presentations.

COURSE
OBJECTIVES:

1. To understand and apply the techniques for composing specific forms of business letters and memoranda that meet the needs of both the sender and the target audience.
2. To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
3. To understand the importance of careful preparation and planning in all forms of employment communication and to demonstrate the use of a professional approach in a job competition.
4. To demonstrate the use of persuasive communication techniques in both oral and written formats.
5. To effectively present an analysis of a situation using a formal report format.
6. To develop team work skills through working in groups.

GRADING:

Grande Prairie Regional College uses the following nine-point grading scale:

90-100%	9
80-89%	8
72-79%	7
65-71%	6
57-64%	5
50-56%	4
43-49%	3
35-42%	2
0-34%	1

ASSIGNMENTS: The following components will determine your final grade:

1. Practice Letter 5%
2. Business Correspondence 15%
3. Persuasive Communications 10%
4. Job Package 15%
5. Employment Interview Simulation 10%
6. Business Meeting Simulation 10%
7. Exam 10%
8. Formal report
 - Progress report I credit
 - Progress report II credit
 - Final report 25%

Due to the extensive scope and number of assignments in BA 1020, there will be no final exam.

You will receive an assignment booklet containing guidelines, instructions, and due dates for each of these assignments at the beginning of the course.

Assignments are expected to be handed in at the beginning of class on the specified date. However, to allow for last minute computer disk problems, etc., written assignments will be accepted up to midnight on the due date.

Unauthorized late assignments, if accepted, will have a 10% per day late penalty applied to the assignment grade.

All hand-in assignments must be word-processed or typewritten.

In addition to the graded course assignments, you will be expected to complete various reading and writing assignments outside of class time.

ATTENDANCE: Because your participation is important to the success of the course, you are expected to attend ALL classes. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

NOTE: Full time Business Administration students are required to attend a Business Conference day in mid-March. Failure to attend this event will result in a 3% reduction to your final grade for this course.

CLASS SCHEDULE

WEEK	TOPIC	READINGS	DUE
1 (Jan. 5)	Introduction		
2 (Jan. 8/10/12)	Direct/Indirect Plans, Letter/Memo Format, Good News/Bad News Letters	WTM Ch. 8	Practice Letter- Jan. 12
3 (Jan. 15/17/19)	Types of Business Letters, Short Proposals, Persuasive Communications	WTM Ch. 9 WTM pp. 333-342	
4 (Jan. 22/24/26)	Persuasive Communications Powerpoint software	Handouts	
5 (Jan. 29/31, Feb. 2)	Persuasive Communications GROUP PRESENTATIONS	Review WTM Ch. 17	Letters Jan. 29, Group presentations Feb.
6 (Feb. 5/7/9)	The Job Package	WTM pp. 442-51 Handouts	
7 (Feb. 12/14/16)	The Job Package		
8 (Feb. 19/21)	Employment Interviewing	WTM pp. 437-9, 452-65	Job Package Feb. 11
9 (Feb. 26/28, Mar. 1)	READING WEEK		
10 (Mar. 4/6/8)	Employment Interviewing INTERVIEW SIMULATIONS		Interview Simulation Feb.
11 (Mar. 11/13/15)	Formal Reports Business Conference	WTM pp. 358-61 WTM Ch. 12	
12 (Mar. 18/20/22)	Formal Reports, Business Meetings, TEAM	WTM Ch. 13	Prog. Rep. 41 Mar. 18 Exam Mar. 22
13 (Mar. 25/27/29)	Business Meetings	Handouts	Prog. Rep. 41 Mar. 27
14 (Apr. 1/3)	MEETING SIMULATIONS		Meeting Simulations Feb.
15 (Apr. 6/8)	Review, Special Topics		Formal Report Apr. 18