



## DEPARTMENT OF BUSINESS

### COURSE OUTLINE – WINTER 2015

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

**INSTRUCTOR:** Doris Hoveland                      **PHONE:** 780-539-2205  
**OFFICE:** C408    **E-MAIL:** dhoveland@gprc.ab.ca

**OFFICE HOURS:** Monday & Friday 8:30 – 10:00 or by appointment

#### **PREREQUISITE(S)/COREQUISITE:**

None

#### **REQUIRED TEXT/RESOURCE MATERIALS:**

Thill, J. V., Bovee, C. L., & Cross, A. (2015). *BA1020 business communications II Grande Prairie Regional College*. Boston, MA: Pearson Learning Solutions.

#### **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:**

This is a 3 credit course with 2 lectures and 1 lab per week.

#### **DELIVERY MODE(S):**

The course work includes lectures, class discussions, group work, in-class exercises, student presentations, and participation in the annual Business Conference.

#### **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 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 recognize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To demonstrate the use of persuasive communication techniques in both oral and written formats.
- 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 effectively present an analysis of a situation using a formal report format.

**GRADING CRITERIA:**

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2.0</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0.0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after the deadline</b>

**EVALUATIONS:**

Graphic Design Project	15%
Business Letters and Memos	20%
Business Meeting Report	10%
Resume and Cover Letter	15%
Employment Interviews	10%
Final Project	<u>30%</u>
	<u>100%</u>

## STUDENT RESPONSIBILITIES:

### Attendance:

Regular attendance is critical for success in this course. Attendance includes arriving to class on time and being prepared by having assigned homework and readings completed.

### Assignments:

Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10% per day. Once assignments have been marked and grades are posted on Moodle, no late assignments will be accepted.

## 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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

## TENTATIVE TIMELINE:

	Topic	Required Reading
Week 1 - 3	Graphic Design	Handout
Weeks 4 - 6	Business Letters and Memos	Chapters 1 – 4
Week 7	READING WEEK	
Week 8 - 9	Business Letters and Memos Communicating Interculturally	Chapters 1 – 4 Chapter 5
Week 10 - 11	Business Meetings Reports and Proposals	Chapters 6 – 8
Week 12 - 13	Business Conference ( <b>March 26</b> ) Building Careers and Writing Resumes	Chapter 9
Week 14 - 15	Applying and Interviewing for Employment	Chapter 10 + Handout