



**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – WINTER 2017**

**BA1020 A3: BUSINESS COMMUNICATIONS II – 3 (3-1-0) 60 HOURS**

**INSTRUCTOR:** Doris Hoveland                      **PHONE:** (780) 539-2824  
**OFFICE:** E309    **E-MAIL:** dhoveland@gprc.ab.ca  
**OFFICE HOURS:** Tuesday & Thursday 1:00-2:30 or by appointment

**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:**

Findlay, I. & Locker, K. (2015). *Business communication now* (3rd Can. ed.). Toronto: McGraw-Hill Ryerson Limited.

**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.

**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 and 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:

University of Calgary

Athabasca University

Concordia University College

Canadian University College

King's University College

**\*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.transferralberta.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:

Quizzes	10%
Meetings Project	5%
Graphic Design Project	20%
Business Letters and Memos	20%
Formal Report	15%
Employment Package	30%

## GRADING CRITERIA:

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:

Week	Topic	Required Reading
1 Jan 5	Introduction	Chapter 6: Working and Writing in Teams
2 Jan 10	Teamwork	
3 Jan 17	Business Meetings	
4 Jan 24	Graphic Design	Chapter 4: Designing Documents, Slides, and Screens
5 Jan 31		
6 Feb 7		
7 Feb 14	Business Reports	Chapter 10: Planning, Researching and Documenting Reports
8 Feb 21	Reading Week	
9 Feb 28	Business Reports	Chapter 11: Writing Proposals and Reports
10 Mar 7	Business Letters and Memos	Chapter 7: Routine Messages
11 Mar 14		Chapter 8: Negative Messages
12 Mar 21		Chapter 9: Persuasive and Sales Messages
13 Mar 28	Employment Package	Chapter 13: Employment Communications
14 Apr 4		
15 Apr 11		

### STUDENT RESPONSIBILITIES:

- Students are expected to arrive on time and remain for the duration of scheduled classes and related activities.
- Assignments are due on the dates set by the instructor. Late submissions will be assessed a penalty of 10%.
- In the event of an absence, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.

### 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.