



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2014

BA 1020 – BUSINESS COMMUNICATIONS II- 3(3-1-0) 60 HOURS

INSTRUCTOR: Nicole Menzies

PHONE: 780-539-2740

OFFICE: Off campus

E-MAIL: nmenzies@gprc.ab.ca

OFFICE HOURS: By appointment

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Bovee, C., Thill, J., Scribner, J. (2012) Business Communication Essentials: Third Canadian Edition. Toronto: Pearson

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 (blended learning) – often used in non-traditional ways for practical considerations such as attending a formal meeting off-campus, 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. There will also be an online component to the course. Plan to participate wholeheartedly in the various activities.

OBJECTIVES:

- ✓ To appreciate the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- ✓ To understand 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 realize 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 understand and 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.
- ✓ To develop teamwork skills through working in groups.

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.**

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
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	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
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 Recruitment and Selection Project:

Team minutes	5%
Graphic design/ Business creation	10%
Resume and cover letter	15%
Employment interviews	10%
Interview evaluations	10%
Business Conference Assignment	20%
Letters and memos	20%

STUDENT RESPONSIBILITIES:

It is your responsibility to ensure that you are present at each class meeting, on time, with all of your assignments and readings complete, and ready to work. It is your responsibility to contact me if you will be absent or late for class. All assignments must be typed, and turned in at the beginning of class. Emailed assignments will not be accepted. Late assignments will be docked 20% for the first day, and an additional 10% each day thereafter. All assignments must be completed in order to receive a grade for this course.

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:

Weeks	Topic	Readings
January 7-9	Course introduction/ Group introduction/ Minutes	Chapters 1 and 2
January 14-23	Team Skills/ Graphic Design/ Business Messages/ Trends in Business Communications	Chapters 3-5, 6
January 28-February 6	Career planning, resumes, cover letters, interviews, portfolios, job shadowing	Chapters 13 and 14
February 11-13	Business Reports and Proposals	Chapters 10 and 11
February 18-20	Reading Week	None
February 25-27	Business Reports and Proposals	Chapters 10 and 11
March 4- April 1	Principles of Business Writing	Chapters 6-9
April 3-24	Business Recruitment Project/ Interviews/ Selection	

Please note: The above schedule may be modified according to the needs of the class.