



BA 1020 Business Communications II Winter 2004

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Sections:	B3 T/Th Room 202 Lab Fri	
	C3 T/Th Room B206 Lab: M	
	D3 W/F Room B202 Lab: M	

Course 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, and essentials of graphic design.

Required Texts

Boone, Louis et al. *Contemporary Business Communication (Canadian Ed. 2)* Scarborough: Prentice Hall, 1999.

Course Format

BA 1010 consists of four hours of instructional time weekly. The course work will consist of lectures, class discussions, group work, in-class exercises, and individual student presentations.

Course Objectives

BA1020 consists of three hours of instruction and a one-hour lab weekly. The classwork will include lectures, class discussions, group work, simulations, use of video and audio presentations, previewing and reviewing assignments, and student presentation. Plan to participate wholeheartedly in the various activities.

Course Evaluation

- 15% Written Assignments
- 20% Job Package and employment interview and analysis
- 10% Quizzes
- 15% Formal Report
- 05% Business meeting simulation
- 15% Graphic Design Project
- 10% Business Conference Project/Evaluation
- 10% Attendance

Grading

Grande Prairie Regional College uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages.

<i>Alpha Grade</i>	<i>4-Point Equivalence</i>	<i>Description</i>
A+	4.0	
A	4.0	Excellent
A-	3.7	First Class
B+	3.3	Standing
B	3.0	
B-	2.7	Good
C+	2.3	
C	2.0	
C-	1.7	Satisfactory
D+	1.3	Poor
D	1.0	Minimal Pass
F	0.0	Failure

Course Objectives:

- To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meet the needs of both the sender and the target audience.
- To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
- 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 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 appreciate the key components of graphic design, and to demonstrate basic layout and visual conventions appropriate to a business environment.
- To develop team-work skills through working in groups.

Course Policies

- Understanding that writing is a process, most writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.
- All assignments must be word-processed or typewritten. Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

- Should you be unable to attend a class, it is **your responsibility** to acquire the material missed and to complete assigned readings, in-class work, and assigned homework. Regular attendance is critical to your success in BA 1020.
- If you must miss an exam, advise me before the exam is administered. (A message on my voice mail or an Email is fine.) You will then be given the opportunity to write the exam later—usually at the next scheduled class. An un-notified absence from an exam will result in a grade of 0.
- Should you not hand in an assignment in class when it is due, follow this procedure:
 1. Advise me that your assignment has not been completed; confirm the date you will complete it.
 2. Deliver the assignment to the cashier's office where it will be placed in my mailbox. *NB: please keep either a digital or a hard copy for yourself before handing in the assignment.*
 3. Confirm with me that I received the assignment.

Business Conference:

The 2001 Business Conference, organized annually by senior marketing students, is scheduled for Wednesday, March 24. Attendance at the conference in its entirety is mandatory for all students enrolled in BA1020, and various writing assignments may stem from presentations at the conference. Students who fail to attend the conference for any reason will be assigned alternate work deemed equivalent to what was missed.

Please block March 24th on your daytimer. Arrange medical appointments any time in 2004 except this one day.

In the weeks ahead, you will receive information about the conference, including a registration package, from the student group planning the event this year.

Tentative Class Schedule

January/February

- The Job Package:
 - resumes;
 - cover letters;
 - interviews
- Employment interview

February/March

- Formal report writing
- Effective business communications

March/April

- Business meetings
- Business writing
- Graphic design principles