



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER 2017

BA1020 (C3): BUSINESS COMMUNICATIONS II – 3 (3-1-0) 60 Hours

INSTRUCTOR: Teresa Wouters **PHONE:** 780-539-2914
OFFICE: H131 **E-MAIL:** twouters@gprc.ab.ca
OFFICE HOURS: Mondays 2:30 – 4:00 pm pm, Wednesday from 2:30 – 4:00 pm. By
appointment at other times of on a drop-in basis if I'm available.

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. (2014). *Business Communication NOW; Third Canadian Edition*. Toronto: McGraw-Hill Ryerson Canada.

CREDIT/CONTACT HOURS: BA1020 consists of three hours of instruction and a one-hour lab weekly – often used in non-traditional ways for practical considerations such as 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. Plan to participate wholeheartedly in the various activities.

TRANSFERABILITY: In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there is a transfer agreement with the following institutions and courses:

- Athabasca University: ADMN 233(3)
- Bow Valley College: MGMT 1201 (3)
- Burman University: ENGL 225 (3)
- Concordia University College of Alberta: BUS 1xx (3)
- King's University College, The: BUSI 2xx (3)
- MacEwan University: ENGL 211 (3)
- University of Calgary" Sr. MGMT (3)

***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.transferalberta.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**

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 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.

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)

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

EVALUATIONS:

Connect – Quizzes	10%	Business Letter: Negative	7.5%
Graphic Design Project	20%	Formal Report	15%
Meetings Project	5%	Business Conference Memo	5%
Business Letter: Routine	7.5%	Employment Package	30%

COURSE SCHEDULE/TENTATIVE TIMELINE:

	<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Jan 6	Week 1	Outline	
Jan 9	Week 2	Teamwork	Chapter 6 – Working and Writing in teams
Jan 16	Week 3	Business Meetings	Handouts
Jan 23	Week 4	Graphic Design	Chapter 4 – Designing documents, slides, and screens
Jan 30	Week 5	Graphic Design	Handouts
Feb 6	Week 6	Graphic Design	Handouts
Feb 13	Week 7	Business Reports	Chapter 10 – Planning, Researching & Documenting Reports
Feb 20	Week 8		Reading Week
Feb 27	Week 9	Business Reports	Chapter 11 – Writing Proposals & Reports
March 6	Week 10	Business Messages	Chapter 7 – Routine Messages
		Negative Messages	Chapter 8 – Negative Messages
March 13	Week 11	Business Conference (Thurs)	
March 20	Week 12	Persuasive Sales & Messages	Chapter 9 – Persuasive & Sales Messages
March 27	Week 13	Employment Package	Chapter 13 – Resumes & Cover Letters
April 3	Week 14	Employment Package	Chapter 13 – Resumes & Cover Letters
April 10	Week 15	Employment Package	Chapter 13 – Interviews

STUDENT RESPONSIBILITIES:

- All assignments must be Word-processed.
- Assignments are due on the dates set by the instructor. Unauthorized late assignments will have a 10% per day late penalty applied.
- All assignments must be completed to receive a grade for this course. If you fail to complete an assignment, you will be assigned a grade of Incomplete (zero).
- In the event that you miss a class, it is your 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 Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

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