



DEPARTMENT OF BUSINESS

COURSE OUTLINE – WINTER 2014

BA1020D BUSINESS COMMUNICATIONS II – 3(3-1-0) 60 HOURS

INSTRUCTOR: Monica Kreiner **PHONE:** 780-978-8616
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OFFICE HOURS: By appointment only

PREREQUISITE(S)/COREQUISITE:
BA1010

REQUIRED TEXT/RESOURCE MATERIALS:

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

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.

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:

** 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 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 & 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.

GRADING CRITERIA:

Business Administration & Commerce Department			
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	76 – 79	
B	3.0	73 – 75	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	64 – 66	
C⁻	1.7	60 – 63	
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 Meetings	10%	Part 1 due January 15, 2014; Part 2 due January 31, 2014
Graphic Design Project	15%	February 3, 2014
Business Messages	15%	Part 1 due March 3, 2014; Part 2 due March 10, 2014
Resume and Cover Letter	15%	March 24, 2014
Business Report	30%	April 11, 2014
Oral Presentation	10%	Dates vary
Class Participation	5%	Throughout term

STUDENT RESPONSIBILITIES:

- All assignments must be word-processed.
- Assignments are due at the beginning of class on the dates listed. 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.

GENERAL COURSE EXPECTATIONS

You are expected to come to class prepared by having read the assigned readings before class. You may be asked questions about the assigned readings. You are expected to participate in discussions and class activities that will form part of classes as an interactive model of teaching will be used.

We share a learning environment in this class and your behavior affects everyone. Treating everyone in the class with respect, being punctual for the start of class, staying to the end of class and keeping the conversation at the class level (no side talking) can enhance everyone's learning.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/>

COURSE SCHEDULE/TENTATIVE TIMELINE:

Date	Topic	Reading	Assignments Due
January 8 th	Presentations	Chapter 12	
January 10 th	Presentations	Chapter 12	
January 13 th	Business Meetings	Chapter 2	
January 15 th	Business Meetings	Chapter 2	Part 1 of Meetings assignment
January 17 th	Business Meetings	Chapter 2	
January 20 th	Graphic Design	To be announced	
January 22 nd	Graphic Design	To be announced	
January 24 th	Graphic Design	To be announced	
January 27 th	Graphic Design	To be announced	
January 29 th	Graphic Design	To be announced	
January 31 st	Graphic Design	To be announced	Part 2 of meetings assignment
February 3 rd	Communications	Chapter 1	Graphic Design project
February 5 th	Communications	Chapter 1	
February 7 th	Communications	Chapter 1	
February 10 th	Business Messages	Chapter 3	
February 12 th	Business Messages	Chapter 3	
February 14 th	Business Messages	Chapter 4	
February 24 th	Business Messages	Chapter 5	
February 26 th	Business Messages	Chapter 6	
February 28 th	Business Messages	Chapter 7	
March 3 rd	Business Messages	Chapter 8	Part 1 Business Messages
March 5 th	Business Messages	Chapter 8	
March 7 th	Business Messages	Chapter 8	
March 10 th	Business Messages	Chapter 9	Part 2 Business Messages
March 12 th	Business Messages	Chapter 9	
March 14 th	Business Messages	Chapter 9	
March 17 th	Resumes	Chapter 13	
March 19 th	Resumes	Chapter 13	
March 21 th	Resumes	Chapter 13	
March 24 th	Interviewing	Chapter 14	Resume and Covering Letter
March 26 th	Interviewing	Chapter 14	
March 28 th	Interviewing	Chapter 14	
March 31 th	Business Reports	Chapter 10	
April 2 nd	Business Reports	Chapter 10	
April 4 th	Business Reports	Chapter 10	
April 7 th	Business Reports	Chapter 11	
April 9 th	Business Reports	Chapter 11	
April 11 th	Review		Report