



DEPARTMENT Business and Office Administration

COURSE OUTLINE - SPRING/SUMMER 2021

OA1040 (EC): Business Communications II - 3 (4.5-0-0) 67.5 Hours for 13 Weeks

INSTRUCTOR: Tashia Lepage

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MAIL:

OFFICE HOURS: By Appointment

CALENDAR DESCRIPTION: The course applies the principles learned in OA1030 to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills.

PREREQUISITE(S)/COREQUISITE: OA1030 or consent of instructor.

*Credit will be granted for one of OA1040 or OA2040.

REQUIRED TEXT/RESOURCE MATERIALS:

Braun, Locker, Kaczmarek., Business Communication Building Critical Skills, Sixth Edition, McGraw-Hill Ryerson Limited, 2016.

COURSE OBJECTIVES:

Upon successful completion of the course, students should be able to:

- recognize the importance of careful preparation and planning in all forms of business communications
- correctly apply grammar mechanics and sentence structure to business correspondence:
- write clearly and coherently, including an appropriate level of detail
- present information in a logical sequence
- use language, format, and structure suitable for purpose and audience
- ensure written work includes generally accurate punctuation and spelling and that meaning is clear.
- adapt a message to a specific purpose and audience
- apply the organizational techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.
- demonstrate the use of informative, positive, and persuasive communication techniques in both oral & written formats.

LEARNING OUTCOMES:

The primary outcomes of this course are for students to apply the fundamental grammar skills obtained in OA 1030 to the mechanics of functional writing, as well as to develop teamwork skills through working in groups

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.ca>.

**** 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:

Assignments:	30%
Tests	20%
Final Exam:	20%
Projects	30%

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

COURSE SCHEDULE/TENTATIVE TIMELINE:

WEEK	TOPIC
1	Unit 1: Building Effective Messages Module 1: Introducing Business Communication
2	Module 2: Adapting your message to your audience
3	Module 4: Planning, Writing and Revising Module 5: Designing Documents, Slides and Screens <i>Project 1-Due May 23</i> <i>TEST 1- Due 23</i>
4	Unit 2 Composing Business Messages Module 6: Communicating Electronically Module 7: Composing Informative and Positive Messages
5	Module 8: Composing Negative Messages Module 9: Composing Persuasive Messages <i>TEST 2- Due June 6</i>
6	Unit 3 Creating Audience Focused Messages Module 10: Communicating Audience Benefits Module 11: Communicating with Positive Emphasis
7	Module 12: Communicating Using You-Attitude <i>TEST 2 Due June 13</i>

8	Unit 4 Researching and Reporting Module 13: Researching Module 14: Summarizing and Documenting Information
9	Module 15: Writing Information Reports
10	Module 16: Writing Formal Reports TEST 3 Due July 4 Project 2 Due July 4
11	Unit 5 Building Emotional Intelligence- Interpersonal Communication Module 19: Listen Actively
12	Module 21: Planning, Managing and Recording Meetings
13	Module 22: Making Presentations TEST 4- Due July 25 Project 3-Due July 25
14/15	6 Job Hunting Module 23: Researching Jobs Module 24: Creating Persuasive Resumes Module 25: Creating Persuasive Application/Cover Letters Module 26: Managing the Interview Process Project 4: Due August 8
	Final Exam

***There may be a unit exam following the completion of each Unit (3-5 modules).
The final exam will be given on a scheduled day during April Exam Week.**

STUDENT RESPONSIBILITIES:

Students are responsible for completing assignments. Assignments and tests missed will be recorded as zero. Assignments are due on the dates set by the instructor. No late assignments or rewrites of exams are allowed

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.**