



**Grande Prairie Regional College**

**School of Health, Wellness, and Career Studies**

**DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION**

**COURSE OUTLINE – WINTER 2016**

**OA1040 Business Communications II 3(5-0-0) 67.5 Hours**

**INSTRUCTOR:** Zonya Sabourin                      **PHONE:** 780-723-5206  
**OFFICE:** Edson Provincial                      **E-MAIL:** [zsabourin@gprc.ab.ca](mailto:zsabourin@gprc.ab.ca)  
Building  
Monday, Wednesday, and Friday: 10:00 a.m. – 11:20 a.m. OR by  
**OFFICE HOURS:** 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.

**REQUIRED TEXT/RESOURCE MATERIALS:** Locker, Kaczmarek, Braun: Business Communication: Building Critical Skills, Fifth Canadian Edition, McGraw-Hill Ryerson Limited 2013.

**DELIVERY MODE(S):** Classroom lectures, handouts, on-line research, assignments and exams.

**COURSE OBJECTIVES:** The student is introduced to the techniques of composing various types of letters, memos, and short reports. The course emphasizes the different kinds of audiences and how to adapt messages to those audiences. The course will explore the methods used to write good and bad news letters; informative, positive, and persuasive messages as well as negative communications. The course will discuss how to communicate reader benefits by using positive emphasis and incorporating you-attitude.

**LEARNING OUTCOMES:** Upon completion of OA1040, the student will demonstrate the ability to compose business correspondence that reaches all types of audiences. The student will apply the techniques and skills that contribute to success and advancement in careers that require excellent communication competency.

**TRANSFERABILITY:**

UA, UC, UL, AU, GMU, CU, CUC, KUC (**This is from the Alberta Transfer Guide**)

\*\* 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:** 15%

**Mid-Term Exam:** 25%

- The Mid-Term exam will be comprised of true or false questions and the formatting of in internal memo.

**Researching Information:** 10%

- The student will prepare a questionnaire and conduct an interview with the owner of a small business.

**Incident Reporting:** 5%

**Final Exam:** 40%

- The Final Exam will consist of a series of multiple-choice questions and the formatting of a collection letter.

**Job Success Skills:** 5%

The student will demonstrate job success through:

- Regular attendance and punctuality
- Meeting deadlines and due dates for assignments
- Maintaining a high standard of work
- Informing of absences, participating in class, and taking initiative

## GRADING CRITERIA:

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN “C-” IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

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:	ACTIVITY:
Week #1	Module 1: Introducing Business Communications	Discussion, lecture, assignment
Week #2	Module 2: Adapting Messages to Your Audience	Discussion, lecture, assignment
Week #3	Module 4: Planning, Rewriting, and Revising	Discussion, lecture, assignment
Week #4	Module 6: Formatting Hardcopy Letters and Memos	Discussion, lecture, assignment
Week #5	Module 11: Communicating Reader Benefits	Discussion, lecture, assignment
Week #6	Module 12: Communicating with Positive Emphasis	Discussion, lecture, assignment
<b>Week #7</b>	<b>WINTER BREAK: NO CLASSES</b>	<b>No classes</b>
Week #8	Module 13: Communicating You-Attitude	Discussion, lecture, assignment
Week #9	Module 7: Electronic Messages and Prepare for Mid-Term Exam: <b>EXAM DATE: March 4, 2015.</b> The exam includes all modules studied to date. It will consist of formatting a memo and a variety of true and false questions.	Electronic messaging project. <b>Mid-Term Exam:</b> <b>Friday, March 4, 2015</b> <b>10 a.m. – 12 p.m.</b>
Week #10	Module 8: Informative and Positive Messages	Discussion, lecture, assignment
Week #11	Module 9: Composing Negative Messages	Discussion, lecture, assignment
Week #12	Module 10: Composing Persuasive Messages	Discussion, lecture, assignment
Week #13	Module 14: Researching Information	Create interview questions and interview a business owner.
Week #14	Module 16: Information Reporting	Discussion, lecture, assignment
	<b>FINAL EXAM WEEK: TBA</b> The OA1040 Final Exam will include all modules and contain multiple-choice questions and the formatting of a collection letter.	

## STUDENT RESPONSIBILITIES:

- Daily attendance and informing of absences
- Completion of assignments either within the classroom, or outside of class time when necessary
- Submitting assignments in a timely manner
- Accepting responsibility for missed work and requesting an extension, if necessary, from the instructor
- Limiting the use of all electronic devices within the classroom
- Working with classmates to create a healthy environment

## **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 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/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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