



**DEPARTMENT Of Office Administration**

**COURSE OUTLINE – Winter 2015**

**OA1040 Business Communications II 3(4.5-0-0) 67.5 Hours**

**Instructor** Cara Leaf

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**Office Hours** T TH 10:00 - 11:30  
F 11:30-12:20  
(or by appointment)

**Prerequisite(s)/corequisite(s):**

OA 1030

**Required Text/Resource Materials:**

Locker, Kaczmarek, Braun., Business Communication Building Critical Skills, Sixth Edition, McGraw-Hill Ryerson Limited, 2013.

Random House Webster Dictionary

**Description:**

The course applies the principles learned in [OA 1030](#) to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills.

*Note: This course will help students learn to write and speak for communication “payback” results, with focus on purpose, audience, information, benefits, objections, and context.*

**Credit/Contact Hours:**

3 credits/67.5 contact hours

**Delivery Mode(s):**

Lecture

**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

**GRADING CRITERIA:**

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C <sup>-</sup>	1.7	60 – 62	
D <sup>+</sup>	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:

<b>Quizzes &amp; Tests –</b>	<b>30%</b>
➤ Will consists of unit and topic tests	
<b>Group Projects &amp; Assignments --</b>	<b>15%</b>
<b>Final Writing Project –</b>	<b>15%</b>
<b>Final Exam –</b>	<b>30%</b>
<b>Job Success Skills –</b>	<b>10%</b>
➤ The students will demonstrate job success skills through:	
○ Regular attendance and punctuality	
○ Timely completion of work	
○ Maintaining a high standard of work	
○ Ability to work both independently and collaboratively	
○ Participation in class and within groups	

## STUDENT RESPONSIBILITIES:

Daily attendance is essential! Students are responsible for completing assignments outside of class time when necessary. If you are ill, please have a classmate inform you of the work covered that day. More than 3 missed classes may result in a recommendation of "Debarred from Exam." (See College Calendar)

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:

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.

### **Course Schedule/Tentative Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Week 1	Introduction to Business Communications	Module 1
Week 2	Adapting Your Message to Your Audience	Module 2
Week 3	Working in Teams	Module 18
Week 4	Creating Goodwill—You Attitude & Positive Emphasis	Module 6 & 7
Week 5	Reader Benefits	Module 8
Week 6	Writing Messages (letters, memos, emails)	Modules 9
Week 7 & 8	Informative Messages	Modules 10
Week 9	Negative Messages	Module 11
Week 10	Persuasive Messages Polishing Your Writing	Module 12
Week 11	Active Listening	Module 17
Week 12	Oral Presentations	Modules 20
Week 13	Writing project	
Week 14	Group Presentations	

### **Examinations:**

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