



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business & Office Administration

COURSE OUTLINE – Winter 2017

OA1040 Business Communications II A3 3(4.5-0-0) 67.5 Hours

Instructor Cara Leaf

Phone 539-2879

Office C411

E-mail cleaf@gprc.ab.ca

Office Hours M/W/ 10:00-11:30 Or
Anytime 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. ISBN: 9781259941054

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

Course 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

Course Objective:

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
- describe and correctly apply you-attitude, positive emphasis, and reader-benefits in business communication
- 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.
- effectively present an analysis of a situation using the “PAIBOC” method, with focus on purpose, audience, information, benefits, objections, and context.
- recognize and demonstrate basic layout and visual conventions of documents applicable to a business environment

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 ⁺ | 4.0 | 90 – 100 | EXCELLENT |
| A | 4.0 | 85 – 89 | |
| A ⁻ | 3.7 | 80 – 84 | FIRST CLASS STANDING |
| B ⁺ | 3.3 | 77 – 79 | |
| B | 3.0 | 73 – 76 | GOOD |
| B ⁻ | 2.7 | 70 – 72 | |
| C ⁺ | 2.3 | 67 – 69 | SATISFACTORY |
| C | 2.0 | 63 – 66 | |
| C ⁻ | 1.7 | 60 – 62 | |
| 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:

| | |
|---|------------|
| Quizzes & Tests – | 30% |
| ➤ Will consists of unit and topic tests | |
| Group Projects & Assignments -- | 15% |
| Final Writing Project – | 15% |
| Final Exam – | 30% |
| Job Success Skills – | 10% |
| ➤ 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/**

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

Course Schedule/Tentative Timeline:

| <u>Week</u> | <u>Topic</u> | <u>Required Reading</u> |
|---------------------|--|--------------------------------|
| 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 |
| READING WEEK | | |
| Week 7 | Writing Messages (letters, memos, emails) | Modules 9 |
| Week 8 & 9 | Informative Messages | Modules 10 |
| Week 10 | Negative Messages | Module 11 |
| Week 11 | Persuasive Messages Polishing Your Writing | Module 12 |
| Week 12 | Active Listening | Module 17 |
| Week 13 | Oral Presentations | Modules 20 |
| Week 14 | Writing project | |
| Week 15 | 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.