



DEPARTMENT OF Office Administration

COURSE OUTLINE – Winter 2016

OA2040 3(4.5-0-0) 67.5 Hours Business Communications II

Instructor Cara Leaf

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Office Hours MT TH 10:00-11:20
(or by appointment)

Prerequisite(s):

None

Required Text/Resource Materials:

Smith, Leila R., *English for Careers*, 11th Edition. Upper Saddle River, New Jersey: Pearson Prentice Hall, 1999.(with the Student Prep Book)

Random House Webster Dictionary

Description:

Upon completing this course, students will write and speak according to Standard English usage principles of word choice, spelling, proof reading, sentence construction, grammar, punctuation and pronunciation. This course will examine negative, positive, and persuasive writing styles in various business documents.

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:

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.

Assignments –	20%
Quizzes & Tests –	30%
➤ Will consists of unit and topic tests	
Midterm --	15%
Final Exam –	30%
Job Success Skills –	5%
➤ 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	

Grades will be assigned on the Letter Grading System.

**Administrative Technology Department
Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C ⁻	1.7	60 – 63	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

PLAGIARISM: The penalty for plagiarism is SEVERE! It can consist of EXPULSION from the program and the institution or receiving a grade of F in the course. DO NOT DO IT!

Course Schedule/Tentative Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Using the Dictionary	CH 1
Week 2	Parts of Speech	CH 2
Week 3	Writing Complete Sentences	CH 3
Week 4	Mastering Nouns	CH 4
Week 5	Mastering Possessives	CH 5
Week 6	Pronouns	CH 6
Week 7	Mastering Verbs	CH 7
Week 8	Adjectives & Adverbs	CH 8
Week 9	MIDTERM	
Week 10	Using Commas Correctly	Ch 9
Week 11	Formats for Letters and Memos	Handouts
Week 12	Informative and Positive Messages	Handouts
Week 13	Negative Messages	Handouts
Week 14	Persuasive Messages	Handouts

Examinations:

There will be a chapter exam following the completion of each chapter.

The final exam will be given on the scheduled day during the December exam week.