

## DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

### COURSE OUTLINE – WINTER 2023

#### **BA1010 EC: BUSINESS COMMUNICATIONS I – 3 (3-1-0) UT 60 HOURS FOR 15 WEEKS**

**OFFICE HOURS:** Monday 8:30am – 10:00am and Thursday 12:00pm – 2:00pm or by appointment

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

**INSTRUCTOR:** Shawn DeGreeve  
**OFFICE:** C307

**PHONE:** 780-539-2093  
**E-MAIL:** sdegreeve@nwpolytech.ca

\*All email correspondence must be sent from your **NWP student email** account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

#### **CALENDAR DESCRIPTION:**

This course focuses on principles of effective business communication, both written and spoken, including mechanics, style, tone, organization, and APA style referencing. Specific topics include composing business letters, memoranda, and emails; writing formal reports; principles of graphic design; and conducting effective business meetings.

**PREREQUISITE(S):** None

**REQUIRED TEXT/RESOURCE MATERIALS:** Business Communication: A Problem Solving Approach 1ce Kathryn Rentz with Connect access (Students must purchase Connect to complete textbook assignments, quizzes, and final exam)

Computer and Internet Requirements : <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Office 365 (free for NWP students)

**DELIVERY MODE(S):**

Asynchronous (online) – This type of course will be delivered online through NWP’s learning management system. There are no set class times and students attend remotely and asynchronously. This is a paced self-study course and is delivered entirely online using *MyClass (D2L)* and *Connect*. You will be evaluated several times, so you can assess how you are doing as you work through the material. The assignments, quizzes, discussions and exams have specific due dates to help you finish the course on time. However, you may complete and submit these evaluations before the due dates. Students have different communication mediums to practice such as discussions, presentation, letter, essay, and evaluations.

**COURSE OBJECTIVES:**

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings.

- Students will review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage.
- Students will explore and apply the process of writing an academic research paper.
- Students will explore and demonstrate giving a presentation in front of a group.

**LEARNING OUTCOMES:**

Upon successful completion of the course, students will be able to do the following:

- Develop a reader-centric approach to writing,
- Apply the correct use of grammar, spelling, sentence structure, and punctuation in writing,
- Adapt content, tone, and style to fit an audience which can be applied to a variety of business documents,
- Express and present ideas and information coherently and persuasively,
- Research, plan, compose, edit, and produce academic papers, and
- Research, plan, execute, and evaluate effective oral presentations.

**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:

**Note: In order to pass BA 1010:**

1. All assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of **50%** on the Final Exam in order to pass the course
3. You must achieve a minimum score of **50%** on for your course work in order to pass the course

Assignments, Quizzes, and Discussions	40%
Academic Integrity Module	5%
Midterm	15%
Individual Presentation	10%
Research Paper (Cumulative 30%)	
Thesis, Outline, & Source Eval (5%); Draft Report (10%)	15%
Final Research Paper Submission (Due First Day of Exams)	15%
<b>Total</b>	<b>100%</b>

**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 Beginning	Chapter	Content	Due Dates
01-Jan-23	Connect and Introductions		Register on Connect
08-Jan-23	Chapter A	Grammar and Mechanics	Connect assignment one - D2L Discussion
15-Jan-23		Communicating in the Workplace, Writing Effectively for Your Aud., &	Connect assignment two and three - Connect quiz one
22-Jan-23	5 & 6	Crafting Effective Sentence and Paragraphs, Building Positive Relationships through Communication	Connect quiz two

29-Jan-23	7 & 8	Communication Across Cultures Writing Good News and Neutral Messages,	Academic Integrity Module
05-Feb-23	9 & 10	Writing Bad-News Messages Writing Persuasive Messages and Proposals	Connect assignment three - D2L Assignment Letter
12-Feb-23	11	Researching and Writing Reports	Connect quiz three - Connect assignment four - Research Topic Selection D2L
19-Feb-23	Fall / Winter Break	Fall / Winter Break	Fall / Winter Break
26-Feb-23	12 & B	Creating the Right Type of Report Documenting Your Sources -APA	Connect midterm
05-Mar-23	D2L and Link Resources	Paraphrase, Summary, and Quotes Revisited	D2L assignment Research Thesis, Outline, & Source Evaluation
12-Mar-23	4	Communicating with Visuals	Connect quiz four
19-Mar-23	13	Delivering Business Presentations and Speeches	Connect assignment five
26-Mar-23	14	Putting Interpersonal Communication Skills to Work in Conversations and Meetings	D2L Draft Research Paper
02-Apr-23	Presentations		D2L Presentation
09-Apr-23	Presentations	Individual	D2L Discussion Presentation Peer Evaluation
During Exam Period			D2L Final Report - Due: April 14

***NOTE – Exams require computer with camera: (see schedule for dates)***

**Assignment, Quizzes and Exam Policies:**

**Assignments**

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.
- Late assignments are accepted only by instructor approval. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.
- CONNECT graded items are dispersed throughout the semester (see schedule for dates). There are no extensions on Connect assignments.

**Quizzes**

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the

student **after the due date.** There are no extensions on Connect quizzes.

- Once the quiz has been started, you must complete the entire quiz within the allotted time.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- **Proctoring software** is enabled requiring browser lock-down and use of camera and sound recording while completing exam and quizzes.

### **Other Exam & Classroom Policies**

- Any exam, quiz, or assignment grade that that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as “not professional” and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.
- **Photographing and/or recording course content is strictly prohibited.**

NWP Calendar Academic Regulations

### **Debarred from Exams**

- “You may be **refused permission to write a final examination** in a course on the advice of the instructor concerned. This usually happens when absences are excessive (**more than 5**) or if significant parts of required assignments or lab work are not completed.”

### **STUDENT RESPONSIBILITIES:**

- **Your responsibility** is to complete the coursework to the best of your ability.
- **Your responsibility** as a student is to respect NWP staff and fellow students.

### **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 Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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