



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

COURSE OUTLINE – Winter 2021

OA1040 Business Communications II A3 3(4.5-0-0) 67.5 Hours for 15 Weeks

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Office Hours T /W 11:30-1:00 Or
Anytime By Appointment

WINTER 2021 DELIVERY:

Remote Delivery. This course is delivered remotely. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca

Note: GPRC reserves the right to change the course delivery

Calendar Description:

The course applies the principles learned in OA 1030, Business Communications I 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.

Prerequisite(s)/corequisite(s):

OA 1030

Credit/Contact Hours:

3 credits/67.5 contact hours

Required Text/Resource Materials:

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

Random House Webster Dictionary

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

Learning 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
- 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.

- create you attitude, positive emphasis, and reader benefits
- 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:

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:

Quizzes & Tests –	30%
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

GRADING CRITERIA:

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

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:

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 Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://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	Course Outline & timeline Introduction to Business Communications	Get to Know OA1040 MyClass Course Page Module 1
Week 2	Adapting Your Message to Your Audience	Module 2
Week 3	Working in Teams	Module 20
Week 4	Creating Goodwill—You Attitude & Positive Emphasis	Module 12 & 11
Week 5	Reader Benefits	Module 10
Week 6	Writing Messages (letters, memos, emails)	Modules 6
Week 7	READING WEEK	
Week 8	Informative Messages	Modules 7
Week 9	Negative Messages	Module 8
Week 10	Persuasive Messages Polishing Your Writing	Module 9
Week 11	Active Listening	Module 19
Week 12	Oral Presentations	Modules 22
Week 13	Writing project	Handouts
Week 14 & 15	Group Presentations /Final Exam	

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.