



**DEPARTMENT Business and Office Administration**

**COURSE OUTLINE – WINTER 2020**

**BA1020 (A3/D3): Business Communications II – 3 (3-1-0) 60 Hours for 15 Weeks**

**INSTRUCTOR:** Keston Luke

**PHONE:** 780-539-2979 (Email works best)

**OFFICE:** E309

**E-MAIL:** [kluke@gprc.ab.ca](mailto:kluke@gprc.ab.ca)

**OFFICE HOURS:** Tuesday & Thursday  
10 AM – 12 PM or 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](mailto:helpdesk@gprc.ab.ca)

Note: GPRC reserves the right to change the course delivery.

**CALENDAR DESCRIPTION:**

This course builds upon BA1010 and covers specific forms of business and employment communication: business letters and memoranda, resumes, job application letters and interviewing, formal report writing, graphic design principles, and business meetings.

**PREREQUISITE(S)/COREQUISITE:** None

**REQUIRED TEXT/RESOURCE MATERIALS:**

Findlay, I. M., & Locker, K. O. (2018). *Business Communication NOW* (Fourth Canadian Edition ed.). McGraw-Hill Ryerson Limited.

This text includes *Connect with Smartbook Online Access*. Both the text and Connect will be used extensively. Please bring text to class.

**DELIVERY MODE(S):**

The class work will include lectures via Zoom, class discussions, group work, simulations, use of video and audio presentations, previewing and reviewing assignments and student presentations. Plan to participate wholeheartedly in the various activities.

## COURSE OBJECTIVES:

To apply the techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.

- To recognize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To recognize the importance of careful preparation and planning in all forms of employment communications and to demonstrate the use of a professional approach in a job competition.
- To demonstrate the use of persuasive communication techniques in both oral & written formats.
- To effectively present an analysis of a situation using a formal report format.
- To recognize the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.

## LEARNING OUTCOMES:

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

- Demonstrate good business writing skills in the production of letters, memos, reports, instant messages, resumes, and cover letters
- Research, plan, compose, edit, and document formal reports, business letters, emails, texts, and graphic design publications
- Demonstrate competence in the application of business meeting skills

## 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 to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information.

## EVALUATIONS:

Connect – Quizzes	10%	Business Letter: Persuasive	5%
Graphic Design Project	5%	Formal Report	15%
Meetings Project	5%	Business Conference Memo (Mar 19)	5%
Business Letter: Routine	5%	Employment Package	15%
Business Letter: Negative	5%	Final Exam	30%

**GRADING CRITERIA:**

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:**

This timeline is approximate and may be changed by the instructor.

<u>Week of</u>	<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
Jan 5	Week 1	Outline	<b>Chapter 6</b> -Working and Writing in teams
Jan 11	Week 2	Teamwork	<b>Chapter 6</b> -Working and Writing in teams
Jan 18	Week 3	Business Meetings	Handouts
Jan 25	Week 4	Graphic Design	<b>Chapter 4</b> - Designing documents, slides, and screens
Feb 3	Week 5	Graphic Design	Handouts
Feb 8	Week 6		<b>Chapter 4 &amp; Chapter 10</b>
		Graphic Design / Business Reports	
Feb 15	Week 7	Business Reports	<b>Chapter 10</b> - Planning, Researching & Documenting Reports
Feb 22	Week 8		<b>Family Day and Winter Break</b>

Mar 1	Week 9	Business Reports	<b>Chapter 11</b> – Writing Proposals & Reports
Mar 8	Week 10	Employment Package	<b>Chapter 13</b> – Resumes & Cover Letters
Mar 15	Week 11	Employment Package	<b>Chapter 13</b> – Resumes & Cover Letters
Mar 23	Week 12	Employment Package Business Conference (Mar 19)	<b>Chapter 13</b> – Resumes & Cover Letters
Mar 29	Week 13	Business Messages	<b>Chapter 7</b> – Routine Messages
Apr 5	Week 14	Negative Messages	<b>Chapter 8</b> – Negative Messages
Apr 11	Week 15	Persuasive & Sales Messages	<b>Chapter 9</b> – Persuasive & Sales Messages

#### STUDENT RESPONSIBILITIES:

All assignments must be submitted in Moodle using MS Office or similar software (instructor approved):

- Assignments are due in Moodle on the dates set by the instructor. Late assignments will have a 10% per day late penalty applied up to 4 calendar days. On day 5 a grade of zero will be assigned.
- In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work and assigned homework.
- Students are expected to attend lectures and complete problems. Grande Prairie Regional College Calendar Academic Regulations indicate that; “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 6) or if significant parts of required assignments or lab work are not completed.” Note that repeated lateness will be viewed as a class absence.
- **Cell Phones:**
  - The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting and/or talking on your cell during class is therefore strictly prohibited. Cell phones must be either turned off or set to *silent mode and placed out of site*.
- **Recording:**
  - Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

## 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 Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

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

**\*\*In order to receive credit for BA 1020, you must achieve a 50 percent (50%) on the final examination, and a course composite grade of at least D (50%).** You are strongly encouraged to complete all assignments and quizzes. Students will receive a zero (0) for any missed assignments, quizzes and exams if not completed by the assigned deadline or in attendance.

The [quizzes/midterm examination(s)/final examination] for this course might be taken online with the use of Respondus Lockdown Browser and Respondus Monitor exam proctoring software. Students must download Lockdown Browser and Respondus Monitor will automatically start with [quizzes/examinations] through myClass. The proctoring software is a requirement to uphold academic integrity and is necessary to meet accreditation requirements.

Lockdown Browser and Respondus Monitor requires Windows or Mac desktop, laptop, or iPad platforms. Chromebooks, smart phones, and other tablets are not supported. If you do not have access to a Windows or Mac desktop, laptop, or iPad, you can book a College PC via the GPRC App -> On-campus Reservations.

You can learn more about Respondus Lockdown Browser and Respondus Monitor here: <https://web.respondus.com/lockdownbrowser-student-video/>. It is important to note that the software recordings are automated systems and are designed to be less intrusive than in-person proctors. The software is only running while you are signed in during your exam. The exam administrators only review the recordings after the exam is submitted and only if it was flagged due to suspicious activity.

The collection and use of your personal information is in accordance with the Freedom of Information and Protection of Privacy (FOIP) Act S. 33 (c) which states that *"No personal information may be collected by or for a public body unless that information relates directly to and is necessary for an operating program or activity of the public body."* In addition, S. 39 (4) states, *"A public body may use personal information only to the extent necessary to enable the public body to carry out its purpose in a reasonable manner."*

If you are unable to complete your [quizzes/examinations] using the proctoring software, you may request alternative accommodations to the online testing by contacting your instructor and the GPRC Testing Centre by telephone at 780-539-2212 to arrange to write your exam. Students must book their [quizzes/examinations] no less than 2-weeks in advance of the test date and students are choosing to write the [quizzes/examination] in the GPRC Testing Centre are responsible for the \$30 sitting fee.

