DEPARTMENT Business and Office Administration

COURSE OUTLINE – WINTER 2020

BA1020_C3: 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
OFFICE HOURS: Tuesday & Thursday 10 AM – 12 PM or by appointment

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:

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, 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:
Athabasca University
Concordia University of Edmonton
MacEwan University
University of Alberta
University of Calgary
Burman University
King’s University
Southern Alberta Institute of Technology
University of Lethbridge
Bow Valley College

*Warning: Although we strive to make the transferability information in this document up-to-date and accurate, the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities. Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page http://www.transferalberta.ca or, if you do not want to navigate through few links, at http://alis.alberta.ca/ps/tsp/tb/tbi/onlinesearch.html?SearchMode=S&step=2

**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:
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-.

<table>
<thead>
<tr>
<th>Alpha Grade</th>
<th>4-point Equivalent</th>
<th>Percentage Guidelines</th>
<th>Alpha Grade</th>
<th>4-point Equivalent</th>
<th>Percentage Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>4.0</td>
<td>90-100</td>
<td>C+</td>
<td>2.3</td>
<td>67-69</td>
</tr>
<tr>
<td>A</td>
<td>4.0</td>
<td>85-89</td>
<td>C</td>
<td>2.0</td>
<td>63-66</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
<td>80-84</td>
<td>C-</td>
<td>1.7</td>
<td>60-62</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
<td>77-79</td>
<td>D+</td>
<td>1.3</td>
<td>55-59</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
<td>73-76</td>
<td>D</td>
<td>1.0</td>
<td>50-54</td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
<td>70-72</td>
<td>F</td>
<td>0.0</td>
<td>00-49</td>
</tr>
</tbody>
</table>

COURSE SCHEDULE/TENTATIVE TIMELINE:

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

<table>
<thead>
<tr>
<th>Week of</th>
<th>Week(s)</th>
<th>Topic</th>
<th>Required Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 6</td>
<td>Week 1</td>
<td>Outline</td>
<td>Chapter 6 - Working and Writing in teams</td>
</tr>
<tr>
<td>Jan 13</td>
<td>Week 2</td>
<td>Teamwork</td>
<td>Chapter 6 - Working and Writing in teams</td>
</tr>
<tr>
<td>Jan 20</td>
<td>Week 3</td>
<td>Business Meetings</td>
<td>Handouts</td>
</tr>
<tr>
<td>Jan 27</td>
<td>Week 4</td>
<td>Graphic Design</td>
<td></td>
</tr>
<tr>
<td>Feb 3</td>
<td>Week 5</td>
<td>Graphic Design</td>
<td>Chapter 4 - Designing documents, slides, and screens</td>
</tr>
<tr>
<td>Feb 10</td>
<td>Week 6</td>
<td>Graphic Design / Business</td>
<td>Handouts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reports</td>
<td></td>
</tr>
<tr>
<td>Feb 17</td>
<td>Week 7</td>
<td>Business Reports</td>
<td>Chapter 10 - Planning, Researching &amp; Documenting</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Reports</td>
</tr>
</tbody>
</table>
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.