

# Business Communications II

BA 1020 (3-1) 3 Credits

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**Presenting a good image  
 through clear communications =  
 success in business**

## Basic Course Information

### Instructor

Bill Corcoran  
 B-309B 539-2735 Corcoran@gprc.ab.ca

### Office Hours

TWR 10-11 a.m.  
 or by appointment. Making an appointment is usually better; I'm very prone to wandering

### Transferability

Some universities or colleges may accept this course for transfer credit. Please check with the receiving institution.

### Records Retention

Class records, including final exams, will be maintained for one year after the last day of this course. These records will then be destroyed in a secure manner. Any unclaimed student term tests or assignments will be destroyed within 30 days of the last class. Selected student projects may be kept and shown as examples for future classes provided that the proper consent form has been signed.

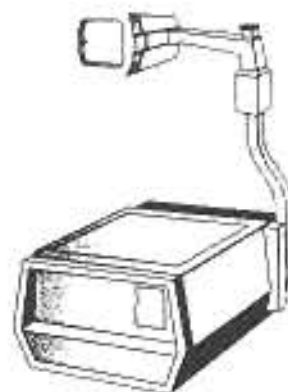
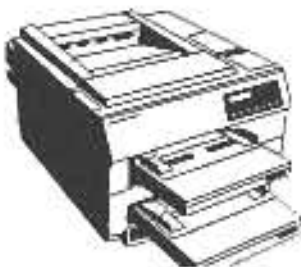
### Text

Boone, Louis, et al., *Contemporary Business Communication* (Canadian Ed.2). Scarborough: Prentice Hall, 1999.

This text will be used extensively; you need to have access to one.

### Grading Scheme

Attendance .....	10%
Business Letter #1 .....	5%
Business Letters #2 .....	10%
Job Package .....	15%
Employment Interview .....	5%
Meeting Simulation .....	10%
Graphic Design Project .....	15%
Graphic Design Test .....	5%
Formal Report .....	25%



## Course Description

Building upon BA 1010, BA 1020 covers specific forms of business and employment communication: business letters and memos, resumes, job application letters, interviews, formal reports, principles of graphic design and meeting

### Tips for Succeeding in this Course

1. **Start your projects early.** You can't consistently produce good work if you leave everything until the last minute.
2. **Choose group members** who have similar schedules, similar working habits, and similar academic goals. A team is only as strong as its weakest link.
3. **Use the Writing Centre** for help with your written projects.
4. **Attend all classes;** this is not a distance education course. Ongoing and active class participation is essential for getting the most out of this course. **Make attendance a priority.**

## The Gory Details

### In-Class Activities

A variety of teaching methods will be used. These will include lectures, videos, discussions, guest speakers, student presentations, in class writing exercises, and small group exercises.

Although the Wednesday class is designated as a lab, this class will be no different than the Tuesday or Thursday class. Lab-type activities may be done on Tuesday and Thursday and lecture-type activities may be done on Wednesdays.

### Tests/Assignment

Please see the Assignment Manual for a detailed description of each component of your grade. Listed below are the ground rules for all tests and assignments.

- **All assignments and tests must be completed to receive a grade for this course.** If you fail to complete an assignment or test, you will be assigned a grade of Incomplete.
- Assignments are due at the **start** of the class on the due date. Unauthorized late assignments will be assessed a 10 percent per day late penalty. If you need to hand an assignment in late, please negotiate a new due date with me at least 24 hours before the assignment is due.
- Due to the extensive number of assignments in this course, there will be no final exam.
- In addition to the graded course assignments, you will be expected to complete various reading and writing assignments outside of class time.
- Manage your time. You know up front when the assignments are due, so there is no need to do everything at the last minute. There is nothing wrong with finishing an assignment a few days before it is due.
- All hand in assignments must be word processed.
- Attending the 2001 Business Conference is mandatory for all full time BA students. Full time students unable to attend FOR ANY REASON will

### Course Objectives

1. To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meet the needs of both the sender and the target audience.
2. To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
3. To understand the importance of careful preparation and planning in all forms of employment communication and to demonstrate the use of a professional approach in a job competition.
4. To demonstrate the use of persuasive communication techniques in both oral and written formats.
5. To effectively present an analysis of a situation using a formal report format.
6. To appreciate the key components of graphic design, and demonstrate effective design of print materials.
7. To develop team work skills through working in groups.

be assigned a short essay in lieu of attendance. Attending the conference will be considered an assignment for the purposes of this course.

### Attendance

To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 10 percent of the course grade will be determined by class attendance. Listed below are the attendance ground rules:

- **Attendance will be taken at every class and lab class which the entire class is required to attend.**

- The attendance grade will be calculated according to the following formula:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{0.75 \times \text{Total classes}}$$

EXAMPLE

Joe had 5 unexplained absences out of 52 classes:

$$\text{Attendance Grade} = 1 - \frac{5}{.75 \times 52} = 1 - .385 = .615 = 61.5\%$$

Therefore, Joe would receive .615 x 15% = 6.2 out of 10 attendance marks

- As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. **If you must miss a class, please inform me, preferably before your absence.** (Call my office, 539-2735, or e-mail me, corcoran@gprc.ab.ca). Upon your return, please show me that you have received a copy of the notes you missed from another student. If both these things are done, you will be eligible for the attendance marks for the class(es) which you missed.

## Key Dates

Wed. Jan. 10	Business Letter #1	TBA (Mar)	Graphic Design Test
Thurs. Jan 18	Business Letters #2	Thur Mar. 29	Graphic Design Project
Wed. Feb. 6	Job Package	Tues. Apr. 3	Progress Report #2
Feb. 21 or 22	Interview Simulation	Apr 10 or 11	Business Meeting Simulation
Wed. Mar. 7	Progress Report #1	Wed. Apr. 11	Formal Report
Wed. Mar 14	2001 Business Conference		

## CLASS SCHEDULE Winter 2001

Date	Topics	Date	Topics
Jan. 3,4	<ul style="list-style-type: none"> <li>- Course Overview</li> <li>- Course Outline/Assignments</li> <li>- Principles of Business Writing (Review)</li> <li>- Letter and Memo Format</li> <li>- Direct Requests</li> <li>- <b>Text:</b> p.563-79 and Ch. 7</li> </ul>	Feb. 26-Mar. 2	READING WEEK – No Classes
Jan. 9, 10,11	<ul style="list-style-type: none"> <li>- Direct Requests</li> <li>- Good News Messages</li> <li>- Bad News Messages</li> <li>- Persuasive Messages</li> <li>- <b>Text:</b> Ch. 8, 9, and 10</li> <li>- <b>Due:</b> Business Letter #1 (Jan. 10)</li> </ul>	Mar. 6, 7, 8	<ul style="list-style-type: none"> <li>- Graphic Design</li> <li>- <b>Text:</b> Ch. 13</li> <li>- <b>Due:</b> Progress Rpt. #1 (Mar. 7)</li> </ul>
Jan. 16, 17, 18	<ul style="list-style-type: none"> <li>- Sales Letters</li> <li>- The Job Package</li> <li>- <b>Text:</b> Ch. 17</li> <li>- <b>Due:</b> Business Letters #2 (Jan 18)</li> </ul>	Mar. 13, 14,15	<ul style="list-style-type: none"> <li>- Graphic Design</li> <li>- Business Conference (Mar. 14)</li> </ul>
Jan. 23, 24,25	<ul style="list-style-type: none"> <li>- The Job Package</li> </ul>	Mar. 20, 21,22	<ul style="list-style-type: none"> <li>- Graphic Design</li> <li>- <b>Due:</b> Test (TBA)</li> </ul>
Jan. 30,31 Feb. 1	<ul style="list-style-type: none"> <li>- The Job Package</li> </ul>	Mar. 27, 28,29	<ul style="list-style-type: none"> <li>- Graphic Design</li> <li>- Formal Report - Graphics</li> <li>- Business Meetings</li> <li>- <b>Text:</b> Ch. 16</li> <li>- <b>Due:</b> Graphic Design Project (Mar 29)</li> </ul>
Feb. 6, 7,8	<ul style="list-style-type: none"> <li>- Employment Interviewing</li> <li>- <b>Text:</b> Ch. 18</li> <li>- <b>Due:</b> Job Package (Feb. 6)</li> </ul>	Apr. 3, 4, 5	<ul style="list-style-type: none"> <li>- Business Meetings</li> <li>- <b>Due:</b> Progress Rpt 2 (Apr 3)</li> </ul>
Feb. 13, 14,15	<ul style="list-style-type: none"> <li>- Employment Interviewing</li> </ul>	Apr. 9,  10, 11	<ul style="list-style-type: none"> <li>- <b>Due:</b> Meeting (Apr. 10 or 11)</li> <li>- <b>Due:</b> Formal Report (Apr. 11)</li> </ul>
Feb 20, 21, 22	<ul style="list-style-type: none"> <li>- Formal Report – Format and Planning</li> <li>- <b>Text:</b> Ch. 5 and 11 (skim), p.359-378</li> <li>- <b>Due:</b> Interview Simulation (Feb 21 or 22)</li> </ul>		

