

Business Communications II JAN. 10 2003

BA 1020 (3-1) 3 Credits

Basic Course Information

Instructor

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

Office Hours

MWF 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.

Text - Required

Each course module (i.e. Business Writing, Resumes, Interviewing, Graphic Design, Meetings, and Formal Reports) has a course pack. Purchase these course packs from the College Bookstore.

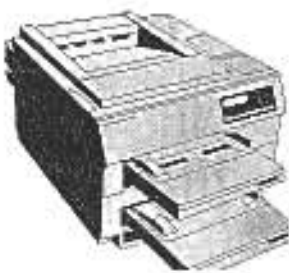
Text - Recommended

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

Grading Scheme

| | |
|--------------------------------|-----|
| Attendance/Participation | 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% |

Presenting a good image through clear communications = success in business



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 College Calendar separates the hours in this course into Lecture and Lab components, both Lab-type activities and Lecture-type activities will be combined in any given class session.

Tests/Assignment

Please see the Course Packs for detailed descriptions 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 2003 Business Conference is mandatory for all full time BA students. Full time students unable to attend FOR ANY REASON will be assigned a short essay in lieu of attendance. Attending the conference will be considered an assignment for the purposes of this course.

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.

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 32 classes:

$$\text{Attendance Grade} = \frac{1 - 5}{25 \times 32} = 1 - .385 = 61.5\%$$

Therefore, Joe would receive $61.5 \times 10\% = 6.2$ 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, becororan@gpc.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

| | | | |
|---------------|---------------------------|---------------|-----------------------------|
| Tues. Jan. 14 | Business Letter #1 | Fri. Mar 14 | 2003 Business Conference |
| Tues. Jan 28 | Business Letters #2 | Thurs. Mar 20 | Graphic Design Test |
| Tues. Feb. 11 | Job Package (Draft One) | Tues Mar. 25 | Graphic Design Project |
| Tues. Feb. 18 | Job Package (Final Draft) | Thurs. Apr. 3 | Progress Report #2 |
| Thur. Feb. 20 | Interview Simulation | Tues. Apr 8 | Business Meeting Simulation |
| Tues. Mar 11 | Progress Report #1 | Tues. Apr. 15 | Formal Report |

CLASS SCHEDULE Winter 2003 Evening Section

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