

Business Communications II

BA 1020 (3-1) 3 Credits

Basic Course Information

Instructor

Bill Corcoran
C-412 539-2735 bcorcoran@gprc.ab.ca

Office Hours

TR 10:00- 11:20 p.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/Course Materials

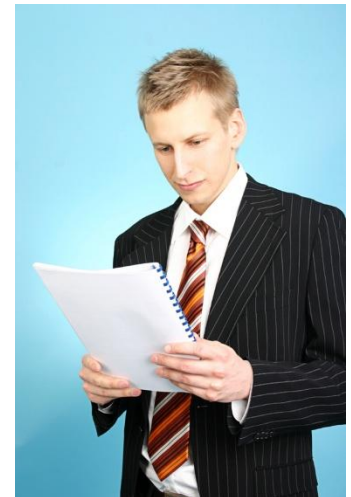
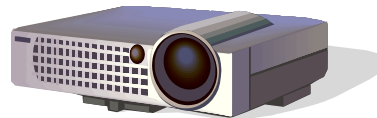
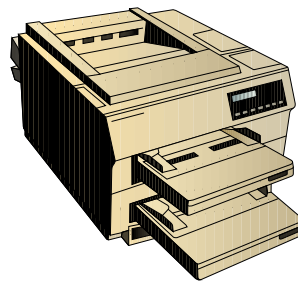
Thill, John, et al., *Excellence in Business Communication* (Canadian Ed.3). Toronto: Pearson/Prentice Hall, 2009.

In addition, each course module (i.e. Business Writing, Resumes, Interviewing, Graphic Design, Meetings, and Formal Reports) has a number of Power Point and supplementary handouts that will be posted on MS Blackboard.

Grading Scheme

Business Letter #1	5%
Business Letters #2	10%
Job Package	15%
Employment Interview	10%
Meeting Simulation	10%
Graphic Design Project	15%
Concepts and Graphic Design Test . . .	10%
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 meetings.

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. **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 **Friday 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 Fridays**.

Tests/Assignment

Please see the BA 1020 MS Blackboard site 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.

Course Objectives

1. To understand and apply the techniques for composing specific forms of effective business letters, memoranda, and e-mail 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.

- 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 **2009 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.

Attendance and Participation

To get the most out of this course, regular attendance and participation in class activities is required. This is not a distance education course. Failure to attend on a regular basis and actively participate in classes, could result in up to a 10 percent reduction in your final grade.

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, bcorcoran@gprc.ab.ca). Upon your return, make arrangements with another student in the class to get any notes that you may have missed.

Key Dates

Fri. Jan. 16	Business Letter #1	Wed Mar 18	2009 Leadership Conference
Mon. Jan. 27	Business Letters #2	Thur. Mar 26	Concepts and GD Test
Thur. Feb. 12	Job Package (Draft One)	Wed Mar. 25	Graphic Design Project
Fri. Feb. 27	Job Package (Final Draft)	Fri. Apr. 3	Progress Report #2
Feb. 26 or 27	Interview Simulation	Apr. 9 or 14	Business Meeting Simulation
Tues.. Mar. 10	Progress Report #1	Wed. Apr. 15	Formal Report

CLASS SCHEDULE Winter 2009 B3

Date	Topics	Date	Topics
Jan. 6, 8, 9	- Course Overview - Course Outline - Principles of Business Writing - Text: Ch.4,5,6 (skim read) and Ch. 7 - Blackboard: Bus Writing	Mar. 3, 5, 7	- Formal Report – Format and Planning - Graphic Design - Text: Ch.10 (skim read) and Ch.12 - Blackboard: Formal Report and Graphic Design
Jan. 13, 15, 16	- Direct Requests - Good News Messages - Bad News Messages - Text: Appendix A and Ch. 8 - Blackboard: Bus Writing - Due: Business Letter #1 (<i>Jan. 16</i>)	Mar. 10, 12, 13	- Graphic Design - Blackboard: Graphic Design - Due: Progress Rpt. #1 (<i>Mar. 11</i>)
Jan. 20, 22, 23	- Persuasive Messages - Collection Letters - Sales Letters - Proposals - Blackboard: Bus Writing - Text: Ch. 9	Mar. 17, 19, 20	- Graphic Design - Business Conference (Mar.18) - Blackboard: Graphic Design
Jan. 27, 29, 30	- The Job Package - Text: Ch. 14 - Blackboard: Resumes - Due: Business Letters #2 (<i>Jan. 27</i>)	Mar. 24, 26, 27	- Formal Report - Graphics - Text: Ch.11 - Blackboard: Formal Report - Due: Design Project (<i>Mar 24</i>) - Due: Test (<i>Mar 26</i>)
Feb. 3, 5, 6	- The Job Package - Text: p.516-23 and p.537-41 - Blackboard: Resumes	Mar 31, Apr. 2, 3	- Business Meetings - Text: p.39-46 - Blackboard: Business Meetings - Due: Progress Rpt 2 (<i>Apr. 3</i>)
Feb. 10, 12, 13	- Employment Interviewing - Text: p.523-37 - Blackboard: Interviewing - Due: Job Package – Draft 1 (<i>Feb. 12</i>)	Apr. 7, 9	- Business Meetings - Blackboard: Formal Report and Business Meetings - Due: Meeting (<i>Apr. 9 or 14</i>)
Feb. 16-20	READING WEEK – No Classes	Apr. 14	- Business Meetings - Formal Report - Editing - Due: Meeting (<i>Apr. 9 or 14</i>) - Due: Formal Report (<i>Apr.</i>
Feb. 24, 26, 27	- Employment Interviewing - Due: Job Package – Draft 2 (<i>Feb. 27</i>) and Interview Simulation (<i>Feb. 26 or 27</i>)		

15)