



Grande Prairie Regional College – Department of Business
Course Outline

BA 1020 D3 Business Communications II
Winter 2012

- Credits:** 3
- Hours:** 60 hours (3-1-0)
- 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.
- Pre-requisite:** None, although it's helpful to have completed BA 1010 (or equivalent) or an introductory college-level English course
- Transferability:** This course transfers to some universities (UC, AU, CU, CUC, KUC) as either an introductory business communications course or as unspecified credit. Check with the receiving institution for specifics
- Instructor:** Bill Corcoran
- Contact:** Room C 412 – 780-539-2735 – bcorcoran@gprc.ab.ca
- Office Hours:** MW 2:30 to 4 p.m. or by appointment. Appointment is usually better since I'm very prone to wandering.
- Text:** **Bovee, Courtland, et al., *Business Communications Essentials (Second Canadian Ed.)*. Toronto: Pearson Canada, 2010.**

In addition, you'll need to download, print, and read a variety of supplementary handouts on the BA 1020 Moodle site.
- Text Usage:** We'll use the Bovee text selectively – quite a bit for some topics (i.e. Business Writing), not so much for other areas (i.e. Graphic Design.) If you can find an earlier version of the text (or even a similar Canadian business communications text), you should be able to get by.
- Grading:**
- | | |
|-----|---------------------------------|
| 5% | Business Writing #1 |
| 10% | Business Writing #2 |
| 15% | Job Package #1 |
| 5% | Job Package #2 (Revisions) |
| 10% | Employment Interview |
| 15% | Graphic Design |
| 10% | Business Meeting |
| 5% | Formal Report - Progress Report |
| 25% | Formal Report – Final |
- Note: You must hand in all assignments AND receive a passing grade (50% or better) on the Formal Report – Final to pass the course.



**Grande Prairie Regional College – Department of Business
Course Outline**

**BA 1020 D3 Business Communications II
Winter 2012**

Final Grade: This course will use the standard GPRC grading scheme

| | | | |
|-----------|------------|---------------|-----------------------------|
| A+ | 4.0 | 90-100 | Excellent |
| A | 4.0 | 85-89 | |
| A- | 3.7 | 80-84 | First Class Standing |
| B+ | 3.3 | 76-79 | |
| B | 3.0 | 73-75 | Good |
| B- | 2.7 | 70-72 | |
| C+ | 2.3 | 67-69 | Satisfactory |
| C | 2.0 | 64-66 | |
| C- | 1.7 | 60-63 | |
| D+ | 1.3 | 55-59 | Minimal Pass |
| D | 1.0 | 50-54 | |
| F | 0.0 | 0-49 | Fail |

Statement on Plagiarism and Cheating:

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 www.gprc.ab.ca/about/administration/policies/**

Course Schedule:

| Week | Date | Reading/Moodle | Topic | Test/Due |
|-------------|---------------------|---------------------------|----------------------------------|---------------------------------|
| 1 | 6-Jan-12 | | Course Outline, | |
| 2 | 9,11,13-Jan-12 | Ch. 3,4,5 (skim) Ch. 7 | Business Writing | |
| 3 | 16,18,20-Jan-12 | Ch. 6, 8 | Business Writing | Business Writing #1 Jan 16 |
| 4 | 23,25,27-Jan-12 | Ch. 9 | Business Writing | |
| 5 | 30 Jan, 1,3-Feb-12 | Ch. 13 + Moodle (JP) | Job Package | Business Writing #2 Jan 30 |
| 6 | 6,8,10-Feb-12 | | Job Package | |
| 7 | 13,15,17-Feb-12 | Ch. 14 + Moodle (INT) | Employment Interviewing | Job Package #1 Feb 15 |
| | Reading Week | | | |
| 8 | 27,29 Feb, 2 Mar-12 | | Employment Interviewing | Interview Feb 29 or Mar. 2 |
| 9 | 5,7,9-Mar-12 | Ch. 10 + Moodle (GD) | Formal Report/ Graphic Design | Job Package #2 Mar 5 |
| 10 | 12,14,16-Mar-12 | Ch. 11 + Moodle (GD) | Formal Report/ Graphic Design | Formal Report- Progress Mar. 16 |
| 11 | 19,21,23-Mar-12 | | Formal Report/ Graphic Design | Bus Conference Mar. 21 |



Grande Prairie Regional College – Department of Business
Course Outline

BA 1020 D3 Business Communications II
Winter 2012

| | | | | |
|----|-----------------|---------------|--------------------------------------|---|
| 12 | 26,28,30-Mar 12 | Moodle (Meet) | Formal Reports/ Business Meetings | Graphic Design March 26 |
| 13 | 02,04-Apr-12 | Moodle (Meet) | Business Meetings | |
| 14 | 9,11– Apr-12 | | Business Meetings | Business Meetings Apr 9 or 11 Formal Report - Final Apr 11 |
| | | | | |

Bill Corcoran, January 2012