



Grande Prairie Regional College

Department of Business

COURSE OUTLINE – WINTER 2010

BA 1020 Business Communications II

3(3-1-0) UT [60 hours] Winter 2008

Instructor Carly McLeod **E-mail** cmcleod@gprc.ab.ca
Office By appointment only.
Hours

Required Text/Resource Materials:

Thill, J., Bovee, C., Scribner, J. (2010). Business Communication Essentials; Second Canadian Edition. Toronto: Pearson Education Canada

Description:

Building on concepts covered in BA1010, BA 1020 covers business and employment communication, business letters and memos, resumes, cover letters, interviews, business meetings, formal reports, argumentation and persuasion, and essentials of graphic design

Credit/Contact Hours:

BA 1020 consists of three hours of instruction and a one hour lab weekly – often used in non-traditional ways for practical considerations such as attending a formal meeting off-campus, conducting interviews for the “job package”, or attending the annual department Leadership Conference.

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.

Objectives:

- To understand and 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 realize the importance of conducting effective meetings and to apply the techniques to allow meetings to achieve objectives.
- To understand 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 and written formats.
- To effectively present an analysis of a situation using a formal report format.
- To appreciate the key components of graphic design and to demonstrate basic layout and visual conventions appropriate to a business environment.
- To develop teamwork skills through working in groups.

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

Grading Criteria:

Quizzes Quiz 1: Jan 25th Quiz 2: March 1st Quiz 3: March 29th	15%
Graphic Design Project Due: Feb 4 th	15%
Resume & cover letter Due: Feb 16 th	10%
Employment interviews and evaluation Due: Feb. 25 th	5%
Business Meeting Project Due: March 4 th	10%
Business Conference Assignment Due: March 25 th	10%
Business letter: Due: Apr 1 st	15%
Formal Report: April 15 th	20%

Business Administration and Commerce Department
Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4	95 – 100	EXCELLENT
A	4	90 - 94	
A-	3.7	85 - 89	FIRST CLASS STANDING
B+	3.3	80 - 84	
B	3	76 - 79	GOOD
B-	2.7	72 - 75	
C+	2.3	67 – 71	SATISFACTORY
C	2	64 – 66	
C-	1.7	60 – 63	
D+	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Grades will be assigned on the Letter Grading System.

Course Policies

- Understanding that writing is a process, most writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.
- All assignments must be word-processed.
- Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10% per day late penalty applied.
- All assignments must be completed to receive a grade for this course. If you fail to complete an assignment, you will be assigned a grade of Incomplete.

- In addition to the graded course assignments, you will be expected to complete various assignments outside of class. Such assignments will be graded credit/non-credit. To receive a grade in BA1020, all assignments in this category must be completed.
- Regular attendance is critical for success in BA 1020. Attendance will be taken at every class and lab. Attendance includes arriving to class on time and being prepared by having assigned homework and readings complete.
- 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.
- Should you not hand in an assignment in class when due, the following procedures should be followed:
 1. Advise me that your assignment has not been completed.
 2. Email me a copy of your assignment.
 3. Confirm that I have received the work.
- If you must miss a quiz, please advise me before the quiz is administered. You will then be given the opportunity to write the quiz at a later time. An unexcused absence from a quiz will result in a grade of 0. Please know that missing a quiz is considered an alarming situation. Only the most urgent and extreme reasons are considered acceptable.
- Records retention: Class records and quizzes 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 projects may be kept and shown as examples for future classes if consent is granted.

Course Schedule/Timeline:

<u>Week(s)</u>	<u>Topic</u>	<u>Required Reading</u>
January 5 – January 25	Graphic Design	Handouts provided by instructor
January 26 - February 11	Searching for Employment & Preparing Employment Messages, Interviewing and Follow-up	Chapters 13 & 14
February 16 – March 2	Business meetings	Chapter 2
March 2– 4	Principles of Business Writing: Direct requests, good news messages, bad news messages, persuasive messages, sales letters	Chapters 3 – 9
March 17	Business Conference	
March 15-29	Principles of Business Writing (continued)	Chapters 4 – 9
March 30 – April 15	Business Reports, Proposals and Presentations	Chapters 10 - 12

Examinations:

There will be three in-class quizzes periodically during the course.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.