



# Grande Prairie Regional College

## School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2006

### BA 1020 Business Communications II

3(3-1-0) UT [60 hours] Winter 2006

|                     |  |               |                                    |
|---------------------|--|---------------|------------------------------------|
| <b>Instructor</b>   | Cibylla Rakestraw  | <b>Phone</b>  | Office: 539-2873<br>Home: 766-2357 |
| <b>Office</b>       | C408   | <b>E-mail</b> | crakestraw@gprc.ab.ca              |
| <b>Office Hours</b> | Mondays: 2:30 – 4:00<br>Wednesdays: 2:30 – 4:00<br>By appointment at other times or on a drop in basis if I'm free |               |                                    |

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#### **Required Text/Resource Materials:**

Bovee, C. et al. (2005). *Business Communication Essentials (Canadian edition)*. New Jersey: Prentice Hall

#### **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 Business 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 that meet the needs of both the sender and the target audience.
- To realize the importance of conducting effective meetings and to apply the techniques that 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:**

|  |     |
|--|-----|
| Attendance/Participation                     | 10% |
| Written Assignments                          | 15% |
| Employment interviews and evaluation of same | 15% |
| Quizzes                                      | 10% |
| Formal Report                                | 20% |
| Graphic Design Project                       | 20% |
| Business Conference Assignment               | 10% |

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**

**Grading Conversion Chart**

| <b>Alpha Grade</b>   | <b>4-point Equivalent</b> | <b>Percentage Guidelines</b> | <b>Designation</b>          |
|----------------------|---------------------------|------------------------------|-----------------------------|
| <b>A<sup>+</sup></b> | <b>4</b>                  | <b>90 – 100</b>              | <b>EXCELLENT</b>            |
| <b>A</b>             | <b>4</b>                  | <b>85 – 89</b>               |                             |
| <b>A<sup>-</sup></b> | <b>3.7</b>                | <b>80 – 84</b>               | <b>FIRST CLASS STANDING</b> |
| <b>B<sup>+</sup></b> | <b>3.3</b>                | <b>76 – 79</b>               |                             |
| <b>B</b>             | <b>3</b>                  | <b>73 – 75</b>               | <b>GOOD</b>                 |
| <b>B<sup>-</sup></b> | <b>2.7</b>                | <b>70 – 72</b>               |                             |
| <b>C<sup>+</sup></b> | <b>2.3</b>                | <b>67 – 69</b>               | <b>SATISFACTORY</b>         |
| <b>C</b>             | <b>2</b>                  | <b>64 – 66</b>               |                             |
| <b>C<sup>-</sup></b> | <b>1.7</b>                | <b>60 – 63</b>               |                             |
| <b>D<sup>+</sup></b> | <b>1.3</b>                | <b>55 – 59</b>               | <b>MINIMAL PASS</b>         |
| <b>D</b>             | <b>1</b>                  | <b>50 – 54</b>               |                             |
| <b>F</b>             | <b>0</b>                  | <b>0 – 49</b>                | <b>FAIL</b>                 |

**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 or type written
- 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. After making yourself a copy, deliver the assignment to the cashier's office and ask her to put it in my mailbox. Do not slide it under my door.
  3. Confirm that I have received the work.
- If you must miss a quiz, please advise me before the quiz is administered. (A message on my voicemail is fine.) 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:**

| <b><u>Week(s)</u></b>            | <b><u>Topic</u></b>  | <b><u>Required Reading</u></b>  |
|----------------------------------|--|---------------------------------|
| January 4 – 31                   | Graphic Design   | Handouts provided by instructor |
| February 1 – 17                  | General career planning, resumes, cover letters, interviews, portfolios, job shadowing, web pages, new trends              | Chapters 13 & 14                |
| February 27 – March 3            | Business meetings  | Handouts provided by instructor |
| March 6 – 14                     | Principles of Business Writing: Direct requests, good news messages, bad news messages, persuasive messages, sales letters | Chapters 6 - 9                  |
| <b>March 15 (date tentative)</b> | <b>Business Conference</b>   |                                 |
| March 16 – 24                    | Principles of Business Writing (continued)   | Chapters 6 – 9                  |
| March 27 – April 13              | 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.