



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

COURSE OUTLINE – WINTER 2007

### BA 1020 3(3-1-0) UT – Business Communications II

**Instructor** Carolyn Vasileiou

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**Office** 9:00 – 10:30 am Tuesday &

**Hours** Thursday or by appointment

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#### **Prerequisite(s)/corequisite(s):**

BA 1010 – Business Communications I

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

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

#### **Description:**

Building upon concepts covered in BA 1010, this course covers business and employment communication including: 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 receiving 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:**

UC, UL, AU, CU, CUC, KUC, AUC.

Other universities and colleges may accept this course for transfer credit. Please check with the receiving institution. BA 1020 is accepted under a block transfer agreement by the University of Lethbridge and Athabasca University for appropriate degrees.

**Grading Criteria:**

- Written Assignments 25%
- Employment Interviews and Evaluation of same 10%
- Quizzes 15%
- Formal Report 20%
- Graphic Design Project 20%
- Business Conference Assignment 10%
- The instructor reserves the right to deduct up to 10% off your mark if you have poor attendance &/or participation.

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>95 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>90 – 94</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>85 – 89</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>80 – 84</b>	
<b>B</b>	<b>3</b>	<b>76 – 79</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>72 – 75</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>68 – 71</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 67</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 BA 1020, 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 the instructor that your assignment has not been completed.
  2. After making yourself a copy, deliver the assignment to the Cashier's office and ask for it to be put in the instructor's mailbox. Please ask the cashier to stamp the date on the assignment. Do not slide it under the instructor's door.
  3. Confirm that the assignment has been received.
- If you must miss a quiz, please advise the instructor before the quiz is administered. (A message on 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</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
January 4 – 31	Graphic Design	Handouts provided by Instructor
February 1 – 16	General career planning, resumes, cover letters, interviews, portfolios, job shadowing, web pages, new trends	Chapters 13 & 14
February 26 – March 2	Business meetings	Handouts provided by Instructor
March 5 – 13	Principles of Business Writing: Direct requests, good and bad news messages, persuasive messages, sales letters	Chapters 6 - 9
<b>March 14</b>	<b>Business Conference</b>	
March 15 – 23	Principles of Business Writing (continued)	Chapters 6 – 9
March 26 – April 13	Business Reports, Proposals & 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.