



Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – Winter 2008

BA 1020 B3 Business Communications II

Instructor	Evans Forsyth	Phone	Office 539-2009
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Office Hours	Tu, Th 11:30 – 1:00	E-mail	forsyth@gprc.ab.ca

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

A Desk Top Publishing text will be identified later.

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 Nontraditional ways for practical considerations such as attending a formal meeting offcampus, 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:

Written Assignments	25%
Employment interviews and evaluation of same	10%
Quizzes	15%
Formal Report	20%
Graphic Design Project	20%
Business Conference Assignment	10%

Examinations:

There will be three inclass quizzes during the course.

Plagiarism:

Anyone handing in other student's work as their own will be removed from the course. The instructor reserves the right to use electronic plagiarism detection services.

Grades will be assigned on the Letter Grading System.

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	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

Course Schedule/Timeline: Subject to Change and Time Permitting

Week(s)	Topic	Required Reading
Jan 3 to 18	General career planning, resumes, cover letters, interviews, portfolios, job shadowing, web pages, new trends	Chapters 13, 14
Jan 22 to Jan 29	Business meetings	Handouts provided by instructor
Jan 31 to Feb 15	Principles of Business Writing: Direct requests, good news messages, bad news messages, persuasive messages, sales letters	Chapters 6 to 9
Feb 26 to Mar 13	Business Reports, Proposals and Presentations	Chapters 10, 12
Mar 14 to Apr 11	Graphic Design (Business Conference March 19)	TBA

Course Specific Classroom Rules:

Generally, the classroom is run in a fairly relaxed manner; this is not intended to be a stressful situation. However, some behaviors are inconsiderate of other students and are not acceptable.

Quiet, private conversations are acceptable; however, conversations that can be heard by other people are distracting and therefore disruptive. Since some people do not realize their voices carry, they will be warned—if the disruption continues they will leave the classroom.

Off-topic conversations, during instruction, make it difficult for people to hear and will lead to an immediate invitation to leave the classroom.

Questions on content being covered are essential and greatly appreciated. However, off-topic questions, when content is being covered (is the exam multiple-choice/open book/when is it, telling the instructor you will be missing a future class, etc), may disrupt the sequence of instruction and will not be answered. These questions need to be asked; time will be set aside for them, or they can be asked before or after instructor-led portions of the class.

Course Policies

- Understanding that writing is a process, most writing assignments will involve multiple drafts to enable students to generate accurate, concise, wellwritten material.
- All assignments must be word-processed or type written
- Assignments are due on the dates set by the instructor. Late assignments will have a 10% per class-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/noncredit. 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, inclass work and assigned homework.

- Should you not hand in an assignment in class when due, after making yourself a copy, slide the assignment under my door.
- 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 and will prevent a mark of "0".
- Records retention: Class records and quizzes will be maintained for three months 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.

Policy on Cell Phones and Other Personal Electronic Devices

Users of cell phones and other personal electronic devices must be attentive to the needs, sensibilities and rights of other members of the College community. The use of these devices must not disrupt the functions of the College overall and its classrooms and labs. Instructors have the right to have strict individual policies related to cell phones in order to provide and maintain a classroom environment that is conducive to learning and the respect of others.

Cell phones, PDA's and pagers must be turned off and placed out of sight in classrooms and computer labs during instructional time. Devices can only be turned on and set to silent mode with the expressed consent of individual instructors. Sending or receiving text messages or gaming on a cell phone during class is not acceptable. In addition, cell phones and other personal electronic devices incorporating cameras must be turned off and out of sight in any area in which individuals have reasonable expectations of privacy. This includes classrooms and computer labs.

Some instructors may have penalties for violations. If cell phones, pagers, calculators, recorders, digital cameras, PDA's MP3 players or other personal electronic devices are used inappropriately for the purposes of cheating or academic dishonesty, then students who do so will be penalized appropriately under the Academic Honesty policy of Grande Prairie Regional College.