



Grande Prairie Regional College

Department of Business

COURSE OUTLINE – Winter 2009

BA1020 3 (3-1-0) UT

Business Communications II

Instructor	Jenny Head	Phone	539-2857 (Office)
Office	C307	E-mail	jhead@gprc.ab.ca
Office Hours	Wednesday 10-12 pm Thursday 9-11 am		

Required Text/Resource Materials:

Thill, Bovee, Cross. **Excellence in Business Communication.** 2009. 3rd Canadian Edition. Toronto: Pearson Education Canada

Credit/Contact Hours:

BA 1020 consists of three hours of instruction and a one hour lab weekly.

Transferability:

UC, AU, CU, KUC, CUC

Students can also refer to the Alberta Transfer Guide at <http://www.acat.gov.ab.ca> for a list of institutions. Students are however *strongly advised* to check with the receiving institution for more details and to ensure transferability.

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.

Blackboard:

Blackboard is a Learning Management System used to help improve communications between the student and instructor. Important dates, announcements and grades will be posted on Blackboard. The grades posted on Blackboard are not final, check your GPRC account for your final term grade.

Description:

This course builds upon BA 1010 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.

Objectives:

- To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meets 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.

Assignment, Quiz, Test and Exam Policies:

- 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.
- There will be quizzes given periodically during the course.

- Each student is expected to come to class having read the material and completed the assignments. 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.

Grading Criteria:

Business Letters and Memos	20%
Graphic Design Project	15%
Business Meeting Report	10%
Resume and Cover Letter	10%
Quizzes	15%
Formal Report	15%
Business Conference Assignment	10%
Other Assignments	<u>5%</u>
Total	100%

Grades will be assigned on a Letter Grading System using the following chart:

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

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
January 7 -30	Graphic Design	Handouts provided by instructor
February 2-13	General Career Planning, Resumes, Cover Letters, Interviews, Portfolios, Job Shadowing, Web Pages, New Trends	Chapters 14 & 15
February 23-March 6	Business Meetings	Handouts provided by instructor
March 9-17	Principles of Business Writing: Direct Requests, Good News Messages, Bad News Messages, Persuasive Messages, Sales Letters	Chapters 4 – 9
March 18	Business Conference	
March 19-27	Principles of Business Writing (Continued)	Chapters 4-9
March 30–April 14	Business Reports, Proposals and Presentations	Chapters 10-13

(Dates are approximate and may vary slightly at the discretion of the instructor.)

Statement on Plagiarism:

Plagiarism will not be tolerated and, as such, any submitted work may be investigated for this possibility. Please ensure you read and understand the College's policy on plagiarism as published in the 2008/2009 Calendar. If you have questions on whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment.