



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

#### COURSE OUTLINE – WINTER 2006

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

**Instructor** Ms. Kelli Krauss

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**Office Hours**

- Tuesdays and Thursdays from 9:00 am – 10:00 am
- By appointment.
- Drop-in Basis

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

BA 1010 – Business Communications I

**Required Text/Resource Materials:**

Bovee, Courtland L., et al. *Business Communications Essentials (Canadian Edition)*. Toronto: Prentice Hall, 2005. [\*Same text as BA1010]

- Other materials/resources required will be distributed on a per need basis.

**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.

**Credit/Contact Hours:**

BA 1020 consists of three (3) hours of instruction and a one (1) hour lab weekly – often utilized 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 classwork 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 meeting 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 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 team-work skills through working in groups.

### **Transferability:**

UC, UL, 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:**

- 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**

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

**Course Schedule/Timeline:**

UNIT 1: GRAPHIC DESIGN

± 9 Classes

- Key Design Concepts
- Tools of Organization
- Text Organizers
- Architecture of Type
- Techniques for Tone & Space
- Photography/Artwork
- Common Design Pitfalls

UNIT 2: BUSINESS MEETINGS ± 5 Classes

- Preparing, Conducting & Attending Meetings
- Robert's Rules of Order

UNIT 3: BRIEF BUSINESS CORRESPONDENCE ± 9 Classes

- Working with Letters, Memos, and E-mail Messages
- Writing Routine, Goodwill and Good-News Messages
- Writing Bad-News Messages
- Writing Persuasive Messages

UNIT 4: BUSINESS REPORTS & PROPOSALS ± 4 Classes

- Understanding & Planning Business Reports & Proposals
- Writing & Completing Business Reports & Proposals

UNIT 5: EMPLOYMENT MESSAGES ± 9 Classes

- Searching for Employment
- Preparing Employment Messages
- Interviewing for Employment & Follow Up

UNIT 6: ARGUMENTATION and PERSUASION ± 2 Classes

**Examinations and Course Policies:**

**ASSIGNMENTS:**

- 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, through written memoranda, 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.
- Should you not hand in an assignment in class when due, the following procedures should be followed:
  - a) Advise me that your assignment has not been completed.
  - b) After making yourself a copy, deliver the assignment to the cashier's office and ask her/him to place it in my mailbox. DO NOT SLIDE IT UNDER MY DOOR.
  - c) Confirm that I have received the work.

**ATTENDANCE:**

- 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.

**QUIZZES:**

- If you must miss a quiz, please advise me, before the quiz is administered. (A message on my voice mail 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 assignments will then be destroyed within 30 days of the last class. Selected student projects may be kept and shown as examples for future classes if consent is granted.

**Statement on Plagiarism:**

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