

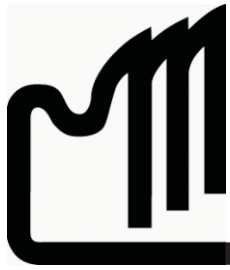
GPRC

SCHOOL OF BUSINESS
BUSINESS ADMINISTRATION & COMMERCE

COURSE OUTLINE

Winter 2008

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



PERTINENT INFORMATION

INSTRUCTOR:

Ms. Kelli Krauss

OFFICE:

E401, #15 (Shared)

OFFICE HOURS:

- Tuesdays: 10:00 am - 11:00 am
- By Appointment
- On a Drop-In Basis

PHONE:

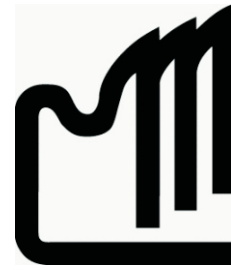
(780) 539-2807 (Office)
(780) 538-2566 (Home)
(780) 539-2796 (Fax)

E-MAIL:

kkrauss@gprc.ab.ca

ADDRESS:

#15, E401
10726 - 106th Avenue,
Grande Prairie, Alberta, Canada
T8V 4C4



COURSE INFORMATION

PREREQUISITE(S):

- BA 1010 - Business Communications I

REQUIRED TEXT:

- Bovee, Courtland L., et al.
Business Communications Essentials (Canadian Edition).
Toronto: Prentice Hall, 2005.

- 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 & Memoranda, Resumes, Job Application Letters & 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.

TRANSFERABILITY:

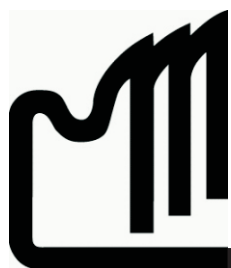
- UC, UL, CU, CUC, KUC, AUC
- Other universities and colleges may accept this course for transfer credit. Please check with the receiving institution.

DELIVERY MODES:

- The class work will include lectures, class discussions, group work, simulations, use of audio and video presentations, previewing and reviewing assignments, and student presentations. Plan to participate wholeheartedly in the various activities.

OBJECTIVES:

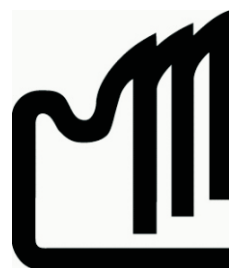
- To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meet the needs of both the sender and the target audience.
- To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
- To understand the importance of careful preparations 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 develop team-work skills through working in groups.



GRADING CRITERIA

- Attendance/Participation* (-10%)
- Written Assignments 25%
- Quiz & Knowledge Tests 10%
- Employment Interviews/Evaluation 15%
- Formal Business Report 20%
- Graphic Design Project 20%
- Newsletter Project 10%

*If you miss 8 classes or more (20%+), without valid reason and prior written notice via e-mail, 10% will automatically be deducted from your final grade.



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 20% per day late penalty applied.

•All assignments must be completed to receive a grade. 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 other assignments. 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, follow these procedures:

- Advise me that your assignment has not been completed.
- After making yourself a copy, deliver the assignment to the cashier's office and ask her to place it in my mailbox (167).
- Confirm that I have received the work.

PLAGIARISM STATEMENT:

•The Instructor reserves the right to use electronic plagiarism detection services.

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 will suffice). 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 reasons will be considered.

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 class if consent is granted.

GPRC GRADE 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	75 - 79	GOOD
B ⁻	2.7	71 - 74	
C ⁺	2.3	68 - 70	SATISFACTORY
C	2	64 - 67	
C ⁻	1.7	60 - 63	
D ⁺	1.3	55 - 59	MINIMAL PASS
D	1	50 - 54	
F	0	0 - 49	FAIL

BA 1020 CLASS SCHEDULE

#	WEEK	DATE	TOPIC	CLASS TIME WILL BE SPENT...	READ/DUE
1	WEEK 1	Thurs., Jan 3/08	OUTLINE	Outlines/Getting to Know You	Outline
2		Mon., Jan 7/08	UNIT 1: BUSINESS COMMUNICATION FOUNDATIONS I	Ch. 2: Meeting Skills	Ch. 2: Pgs 22-24
3	WEEK 2	Tues., Jan 8/08		Robert's Rules of Order	Robert's Rules of Order
4		Thurs., Jan. 10/08		Test/Apply/Practice Knowledge	
5		Mon., Jan 14/08		Ch. 6: Working with Letters, Memos and E-mail Messages	Chapter 6
6	WEEK 3	Tues., Jan 15/08	Test Knowledge/Apply Knowledge		
7		Thurs., Jan. 17/08	Practice Knowledge		
8		Mon., Jan 21/08	Ch. 7: Writing Routine, Good News, and Goodwill Messages	Ch. 7/Due: Ch. 6 Work	
9	WEEK 4	Tues., Jan 22/08	Test Knowledge/Apply Knowledge		
10		Thurs., Jan. 24/08	Practice Knowledge		
11		Mon., Jan 28/08	Ch. 8: Writing Bad-News Messages	Ch. 8/Due: Ch. 7 Work	
12	WEEK 5	Tues., Jan 29/08	Test Knowledge/Apply Knowledge		
13		Thurs., Jan. 31/08	Practice Knowledge		
14		Mon., Feb. 4/08	Ch. 9: Writing Persuasive Messages	Ch. 9/Due: Ch. 8 Work	
15	WEEK 6	Tues., Feb. 5/08	Test Knowledge/Apply Knowledge		
16		Thurs., Feb. 7/08	Practice Knowledge		
17		Mon., Feb. 11/08	Key Design Concepts	Due: Ch. 9 Work	
18	WEEK 7	Tues., Feb. 12/08	Tools of Organization		
19		Thurs., Feb. 14/08	Text Organizers		
20		Mon., Feb. 25/08	Architecture of Type		
21	WEEK 8	Tues., Feb. 26/08	Techniques for Tone & Space		
22		Thurs., Feb. 28/08	Photography and Artwork		
23		Mon., Mar. 3/08	Common Design Pitfalls		
24	WEEK 9	Tues., Mar. 4/08	Graphic Design Quiz	Graphic Design Quiz	
25		Thurs., Mar. 6/08	Computer-Lab Day	Computer Lab Day	
26		Mon., Mar. 10/08	Ch. 10: Understanding and Planning Business Reports and Proposals	Ch. 10	
27	WEEK 10	Tues., Mar. 11/08	Ch. 10: Understanding and Planning Business Reports and Proposals		
28		Thurs., Mar. 13/08	Test/Apply/Practice Knowledge		
29		Mon., Mar. 17/08	Ch. 11: Writing and Completing Business Reports and Proposals	Ch. 11/Newletter Due	
30	WEEK 11	Tues., Mar. 18/08	Ch. 11: Writing and Completing Business Reports and Proposals		
31		Thurs., Mar. 20/08	Test/Apply/Practice Knowledge		
32		Mon., Mar. 24/08	Ch. 13: Searching for Employment and Preparing Employment Messages	Ch. 13	
33	WEEK 12	Tues., Mar. 25/08	Ch. 13 Continues and Competencies		
34		Thurs., Mar. 27/08	Ch. 14: Interviewing for Employment and Follow Up	Ch. 14	
35		Mon., Mar. 31/08	In Class Practice Interviews		
36	WEEK 13	Tues., Apr. 1/08	FORMAL INTERVIEWS	Resumes et al due	
37		Thurs., Apr. 3/08	FORMAL INTERVIEWS		
38		Mon., Apr. 7/08	FORMAL INTERVIEWS		
39	WEEK 14	Tues., Apr. 8/08	FORMAL INTERVIEWS		
40		Thurs., Apr. 10/08	PARTY	Business Report Due	