

Business Communications II

BA 1020

Instructor: Rebecca Day-Reynolds
Office Hours: Mondays: 13:30-14:30
 Fridays: 11:00- 12:15
 C213
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REQUIRED TEXT:

- Boone, L. et al (1999). *Contemporary business communication*. Scarborough, ON. Prentice-Hall Canada.
- You will also need regular access to a quality newspaper (*Globe and Mail, National Post, New York Times* etc.)

Marks Distribution

Attendance	10%
Business news labs	10%
Business letter 1	5%
Business letter 2	5%
Job Package	15%
Employment interview	5%
Meeting simulation	10%
Graphic design project	15%
Business etiquette	5%
Formal report	20%

General Remarks

As you examine the components of this course, you will note that this is all "hands-on" stuff. Last term, we...well, YOU, actually...laboured assiduously to gain and employ newly acquired grammatical and syntactical skills. You also learned the basics of public speaking. It's now time to package those skills in a practical and saleable way.

Course Overview

1) Business News Labs

Dates: Ongoing throughout the term. Quizzes announced one week in advance. These labs will be periodically suspended at my discretion.

During the 50 minute weekly labs, pairs of students will give 10 minute presentations on an aspect of business they have observed in a newspaper. The presentation will not be a mere re-telling of an article or articles, but a dissection and analysis of the content. Students will look for trends, and also examine the possible impact of the news item on the business world. Students should not confine themselves to local or Canadian business news, but are encouraged to examine the international arena, as well.

EXAMPLE: Argentina is experiencing enormous financial instability at the moment. How will this affect the country's relations with its trading partners? Will dollarization solve the situation? What will be the effect of the introduction of a new currency? How can inflation be avoided? Can it be? How will Argentina's national debt be paid? Will it be paid? Is the situation in Argentina unique or is it part of a trend in South America?

When all the pairs have presented, a short quiz will be given. The class roster will exhaust itself approximately every three weeks; brace yourself for a quiz on all the information that has been given. No, they won't be hard if you keep current, but skipping these labs is seriously unrecommended (yes, I made up that word).

The business news labs have been designed to help your with public speaking and critical thinking skills. They will also force your heads into newspapers. Sorry to be so blunt.

2) Business Letters

Due Dates: January 15th, January 22nd

You will write TWO business letters this term. Criteria for each will be presented in class.

3) The Job Package

Due Dates:

Draft: February 4th

Final copy: February 19th

The completed Job Package will include

- Your resume
- A cover letter
- References.

To complete this assignment, you will go through the process of applying for a job for which you are currently qualified, or one for which you will be qualified upon completion of the Business Administration program.

Peer editing and evaluation:

As much as we hate our work to be examined by others, the process of peer evaluation is enormously helpful and will be used throughout this course. You will be assigned to a peer editing team. Members of the team will review each other's job packages before final submission. The same group will work together in preparation for the employment interviewing component of this assignment.

4) Employment Interview

Due date: TBA

With members of your peer editing team, you will conduct a job interview "role-play" in which one member of the team is interviewed, one interviews and the remaining team members act as the panel. The contents of the interviewee's job package will form the basis of the role-play.

- Criteria for this assignment will be given in class.
- A mark will be assigned to the group and not individual team members.

5) Meeting simulation

Prospective timeline: Beginning of April

Meetings are an integral and often time consuming part of the businessperson's weekly routine. In this section of the course, you will learn

- Rules of order
- How to plan and chair an effective meeting
- The various duties which are performed at meetings.

You and your group will plan and hold a 20 minute business meeting. For credit, your team must submit to me

- A memo
 - An agenda
 - Minutes from the meeting.
- Specific criteria for this assignment will be given in class.

6) Formal Report

Due date: April 11th

The formal report is the final written assignment you will prepare in the first year of the BA program. At the beginning of the term, we will study the components of a formal report. You will then begin working on this assignment and will continue to do so throughout the semester. Because this is a long-term project, I will be requiring two progress reports on your work.

- Criteria for the progress reports and the formal report will be discussed during the second week of classes.

7) Graphic Design Project

Due date: March 28th

In this section of the course, we will discuss the concepts of successful graphic design. We will look at what works (and what doesn't) and the project will allow you to apply your computer skills to the formation of a persuasive communications presentation.

- Criteria for this assignment will be presented in class.

8) Business and Social Etiquette

Tentative dinner dates: April 3rd and 4th

We can teach you to write effectively and how to chair a terrific meeting. We can help you with your resume and show you the elements of a sleek, clean business letter, but what can be done about those table manners?

Careers are often made over the dinner table. It is unfair, but, just as you will be judged by your ability to use correct grammar, you will also often be judged by the manner in which you conduct yourself socially.

Social etiquette is a minefield that was invented to trip up and exclude the uninitiated. In this section of the course, you will learn the rules of social behaviour that will give your business persona the polish and luster that is sometimes needed for advancement. And you'll never

If you are unable to attend, expect to be assigned an essay or a short report in compensation for your absence. Speak with me about this prior to the conference day.

- Given the abundance of assignments, there is no final exam for this course
- Students are expected to attend all classes. Please telephone my office and leave a message if you are unable to attend on a particular day. You will be responsible for any notes or handouts that were given out in your absence.

Transferability

Some universities and colleges may accept this course for transfer credit. Please check with the receiving institution.