



DEPARTMENT Business and Office Administration

COURSE OUTLINE – WINTER 2018

OA1040 (B3): Business Communications II – 3 (4.5-0-0) 67.5 Hours for 15 Weeks

INSTRUCTOR: Abigail (Abby) Head **PHONE:** 780-539-2712
OFFICE: C304 **E-MAIL:** ahead@gprc.ab.ca
OFFICE HOURS: Monday 1 – 2PM & Wednesday 11:30 to 12:30PM or by appointment

CALENDAR DESCRIPTION:

The course applies the principles learned in OA1030 to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills

PREREQUISITE(S)/COREQUISITE: OA1030

REQUIRED TEXT/RESOURCE MATERIALS:

Braun, K., Locker, K. O., & Kaczmarek, S. K. (2016). *Business Communication: Building Critical Skills* (Sixth Canadian Edition ed.). n.p.: McGraw-Hill Ryerson Limited.

Random House Webster Dictionary

DELIVERY MODE(S): Lecture

COURSE OBJECTIVES:

Upon successful completion of the course, students should be able to:

- Recognize the importance of careful preparation and planning in all forms of business communications
- Correctly apply grammar mechanics and sentence structure to business correspondence
- Write clearly and coherently including an appropriate level of detail
- Present information in a logical sequence
- Use language, format and structure suitable for purpose and audience
- Ensure written work includes generally accurate punctuation and spelling and that meaning is clear.
- Adapt a message to a specific purpose and audience
- Describe and correctly apply you-attitude, positive emphasis, and reader-benefits in business communication

- Apply the organizational techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.
- Demonstrate the use of informative, positive, and persuasive communication techniques in both oral & written formats.
- Effectively present an analysis of a situation using the “PAIBOC” method, with focus on purpose, audience, information, benefits, objections, and context.
- Recognize and demonstrate basic layout and visual conventions of documents applicable to a business environment

LEARNING OUTCOMES:

The primary outcomes of this course are for students to apply the fundamental grammar skills obtained in OA 1030 to the mechanics of functional writing, as well as to develop teamwork skills through working in groups

TRANSFERABILITY:

A list of institutions to which this course transfers (For example: UA, UC, UL, AU, GMU, CU, CUC, KUC. Please note that this is a sample and it must be replaced by your specific course transfer)

***Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

****Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

EVALUATIONS:

Quizzes & Tests – 30% - Consists of unit and topic tests

Group Projects & Assignments - 15%

Final Writing Project – 15%

Final Exam – 30%

Job Success Skills – 10%

The students will demonstrate job success skills through:

- Regular attendance and punctuality
- Timely completion of work
- Maintaining a high standard of work
- Ability to work both independently and collaboratively
- Participation in class and within groups

EVALUATIONS (continued):

Examinations:

There may be a unit test following the completion of each unit (3-5 modules).

The final exam will be given on the scheduled day during April exam week. The final exam is scheduled by the Registrar's Office during exam week(s). Instructors do not set the date of final exam. **Do not plan activities or trips outside of your college exams during this time period.**

GRADING CRITERIA:

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates may vary at the discretion of the instructor.

Course Schedule/Tentative Timeline: Week	Topic	Required Reading
Week 1	Introduction to Business Communications	Module 1
Week 2	Adapting Your Message to Your Audience	Module 2
Week 3	Working in Teams	Module 18
Week 4	Creating Goodwill—You Attitude & Positive Emphasis	Module 6 & 7
Week 5	Reader Benefits	Module 8
Family Day and Winter Break		
Week 7	Writing Messages (letters, memos, emails)	Modules 9
Week 8 & 9	Informative Messages	Modules 10
Week 10	Negative Messages	Module 11
Week 11	Persuasive Messages Polishing Your Writing	Module 12
Week 12	Active Listening	Module 17
Week 13	Oral Presentations	Modules 20
Week 14	Writing Project	
Week 15	Group Presentations	

STUDENT RESPONSIBILITIES:

Attendance:

Daily attendance is essential! Students are responsible for completing assignments outside of class time when necessary. If you are ill, please have a classmate inform you of the work covered that day. More than 3 missed classes may result in a recommendation of “Debarred from Exam.” (See College Calendar)

Assignments and tests missed will be recorded as zero. Assignments are due on the dates set by the instructor. No late assignments or rewrites of exams are allowed

Time Management:

Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. It is difficult to catch up once a student falls behind in assignments and projects.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor and fellow students. Texting during class is therefore strictly prohibited. *Cell phones must be turned off or set to silent mode.*

Recording:

Recording lectures or taking photos in class is prohibited unless advance permission is obtained from the instructor and any guest presenter(s). In the event permission is granted, such recordings may only be used for individual study, and may not be reproduced, transferred, distributed or displayed in any public manner.

STATEMENT ON PLAGIARISM AND CHEATING:

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <http://www.gprc.ab.ca/about/administration/policies/>

**Note: all Academic and Administrative policies are available on the same page.