



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2024

BA1010 (A3): Business Communications 1– 3 (3-1-0) 60 Hours for 15 Weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

INSTRUCTOR: Kevin Keller, CPA **PHONE:** 780-539-2712
OFFICE: C414 **E-MAIL:** KKeller@nwpolytech.ca
OFFICE HOURS: Wednesdays and Fridays 11:30am-1:00pm

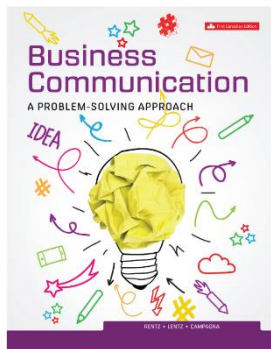
CALENDAR DESCRIPTION:

This course focuses on principles of effective business communication, both written and spoken, including mechanics, style, tone, organization, and APA style referencing. Specific topics include composing business letters, memoranda, and emails; writing formal reports; principles of graphic design; and conducting effective business meetings.

PREREQUISITE(S)/COREQUISITE: None

REQUIRED TEXT/RESOURCE MATERIALS:

1. Business Communication: A Problem Solving Approach 1ce by Katheryn Rentz



All students must have access to Connect. You must have an access code to gain access to the online resources. McGraw-Hill Connect™ is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. If you have purchased a used book, you will have to purchase an access code separately. Instructions to do this are available in the Registration Module.

2. Device and Network Requirements:

A device must meet or exceed the following specifications, including the following software apps and internet capacity to participate in online course content. For device, software, and network requirements, please visit the following link: <https://www.nwpolytech.ca/doc.php?d=TECHREQ>

DELIVERY MODE(S):

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

LEARNING OUTCOMES:

Upon successful completion of the course, students will be able to do the following:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing.
- Research, plan, compose, edit, and document a formal academic paper.
- Research, plan, execute and evaluate an effective oral presentation.

TRANSFERABILITY:

Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at the Alberta Transfer Guide main page <http://www.transferalberta.alberta.ca>.

** 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:

Discussion, Assignment, Self Assessments	10%
Quizzes	15%
E-mail Exercise	5%
Bad Newsletter	10%
Cover Letter and Resume	10%
Individual Presentation	10%
Final Research Paper – to be submitted in components	40%
Component A: Literature Review, Thesis (10%)	
Component B: Outline, Source Evaluation (10%)	
Component C: Final Composed Report (20%)	
Total	100%

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	95-100	C+	2.3	67-69
A	4.0	85-94	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:

The course schedule is approximate and may vary slightly at the discretion of the instructor. You are strongly encouraged to complete all exercises, project(s), assignments, and exams. Students will receive a zero (0) for any missed exercises, projects, assignments, and exams. There are no re-writes, deadline extensions, bonus exercises, assignments, or projects available to improve your grade.

Week Beginning	Chapters Covered	Content
January 8	Introduction Chapter 1	Grammar and Mechanics
January 15	Chapter 2 , 3 & LRC tour, Academic Integrity	Communicating in the Workplace Writing Effectively for your Audience
January 22	4 & 5	Writing Effectively for Your Audience Crafting Effective Sentence and Paragraphs
January 29	6 &7	Building Positive Relationships through Communication Writing Good News and Neutral Messages
February 5	8 & 9	Communication Across Cultures Writing Bad-News Messages
February 12	Guest speaker and Chapter 15	Resume / covering letters. Preparing for a job interview
February 19	No classes	Winter Break
February 26	APA and Citations/ LRC speaker &11	LRC - APA reformats and citations Researching and Writing Reports
March 4	Appendix B &10	Documentation of Sources (APA) Paraphrase, Summary, and Quotes Revisited
March 11	Chapter 12	Creating the Right Type of Report
March 18	Chapter 13	Delivering Business Presentations and Speeches Presentations
March 25	Chapter 14	Communicating with Visuals
April 1	Presentations	Individual presentations based on research paper

April 8	Presentations	Individual presentations based on research paper
April 15	No class and review	Final exams begin April 17-24
April 17-24	Final paper submission	Final paper submission to be set by Registrar's office. TBA
December 14 – 22	Final TBA	

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. Students with absences in excess of six classes may be refused permission to write the final exam. For more information, please refer to the Academic Regulations on Debarred from Exams at <https://www.nwpolytech.ca/programs/grading-systems.html>

Time Management:

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass, and NWP Webmail. Students are responsible for checking all sites regularly.

Cell Phones:

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones must be turned off or set to silent and placed out of sight during class time.

Recording:

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

Email:

Students may contact the instructor by email or phone. Emails will be answered within three business days. Email correspondence to your instructor must be sent from your NWP student email account.

STATEMENT ON ACADEMIC MISCONDUCT:

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

Additional Information:

It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; see <https://www.nwpolytech.ca/about/administration/policies/> and <https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

- Assignments must be submitted by the due date. Late assignments will not be accepted and missed assignments will receive a grade of zero. No extensions or re-writes will be granted.
- Quizzes are tentatively scheduled for IN Lab sessions (Jan. 26, Feb 9, Feb 16, Mar. 15). Do not plan any activities on these four days.
 - Unexcused absences during a quiz will earn a grade of zero. No re-writes will be granted for missed or unsuccessful attempts.
 - For excused absences, the weighting of a quiz may be transferred to a future quiz at the instructor's discretion. Students with absences in excess of six classes will be refused the ability to move any test weightings to the final exam.
- Calculators and approved translation devices are the only electronic devices allowed during quizzes, major tests, or the final exam. Cell phone calculators may not be used in examinations.
- Final Project will be submitted as scheduled by the Registrar's office during the exam period from April 17 - 24, 2024. Do not plan activities during this period. Re-writes for the final exam will not be granted, and unexcused absences will earn a grade of zero.

Technology Requirements:

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Microsoft Office 365 is available for free for NWP students.