# NORTHWESTERN POLYTECHNIC

**Department of Business & Office Administration**

**COURSE OUTLINE – Fall 2022**

**BA1010 (D2): Business Communications I – 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.

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|---|---|---|---|
| **INSTRUCTOR:** | Amy Rawluk, CPA | **PHONE:** | 780-539-2873 |
| **OFFICE:** | C413 | **E-MAIL:** | ARawluk@nwpolytech.ca |
| **OFFICE HOURS:** | Tuesdays 11:30am – 1:00pm & Thursdays 10:00am – 11:30am | | |

## 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
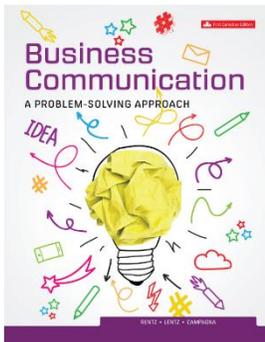


**All students must have access to Connect.** You must have an access code to gain access to the online resources. McGraw-Hill Connect™ is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will 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. Minimum Device Requirements

A device must meet or exceed the following specifications to participate in online course content at NWP: see NWP requirements at https://www.nwpolytech.ca/doc.php?d=TECHREQ. There are specific technology requirements for this course. Please make sure you are aware of these minimum requirements.

The following system features are required on your computer to run Cirrus. Click on the following link to see Cirrus System Requirements at https://help.paradigmeducation.com/cirrus/article-categories/system-requirements/. Please make sure you are aware of these minimum requirements.

## 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.

## COURSE OBJECTIVES:
The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings.

- Students will review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage.
- Students will explore and apply the process of writing an academic research paper.
- Students will explore and demonstrate giving a presentation in front of a group.

## 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.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:**

| | |
|---|---|
| Assignments, Quizzes, and Discussions | 40% |
| Academic Integrity Module | 5% |
| Research Paper - Thesis, Outline, & Source Eval; Draft Report | 15% |
| Individual Presentation | 10% |
| Final Exam: Multiple Choice (15%) and Final Research Paper (15%) | 30% |
| **Total** | **100%** |

**GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor)**

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:

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 |
|---|---|---|
| September 1 (Thu) | N/A | Connect and Introductions |
| September 5 | Chapter A | Grammar and Mechanics |
| September 12 | 1 & 2 | Communicating in the Workplace<br>Writing Effectively for Your Audience |
| September 19 | 5 & 6 | Crafting Effective Sentence and Paragraphs<br>Building Positive Relationships through Communication |
| September 26 | 7 & 8 | Writing Good News and Neutral Messages<br>Communication Across Cultures |
| October 3 | 9 | Writing Bad-News Messages |
| **October 10** | Fall Break – No Classes | |
| October 17 | 10 | Writing Persuasive Messages and Proposals |
| October 24 | 11 & B | Researching and Writing Reports<br>Documentation of Sources (APA) |
| October 31 | 12 | Creating the Right Type of Report |
| November 7 | D2L and Link Resources | Paraphrase, Summary, and Quotes Revisited |
| November 14 | 4 | Communicating with Visuals |
| November 21 | 13 | Delivering Business Presentations and Speeches |
| November 28 | 14 | Putting Interpersonal Communication Skills to Work in Conversations and Meetings |
| December 5 | Presentations | Individual presentations based on research paper |
| December 12 | Presentations | |
| **December 14 – 22** | Final TBA | |

## Assignment, Quizzes, and Exam Policies:

### Assignments

- There will be writing assignments and a presentation. Communication assignments will be submitted in Word doc. to D2L course assignment and subject to Turnitin plagiarism assessment.

- Late assignments are accepted only by instructor approval. Late assignments are assessed a 10% per day grade reduction. Assignments past five days are assessed a grade of zero.

- CONNECT graded items are dispersed throughout the semester (see schedule for dates). There are no extensions on Connect assignments.

### Quizzes

- The quizzes are based on textbook and in-class learning, consisting of multiple choice and true or false questions, as well as short and long answer questions.
- The quizzes will be marked and corrections for the attempted quiz will be made available to the student **after the due date.** There are no extensions on Connect quizzes.
- Once the quiz has been started, you must complete the entire quiz within the <u>allotted time</u>.
- Logging off or losing the internet connection during quizzes and exam will result in a grade based only on the proportion of the exam that has been completed. **It is imperative that the student has a reliable internet connection.**
- **Proctoring software** is enabled requiring browser lock-down and use of camera and sound recording while completing exam and quizzes.

### Other Exam & Classroom Policies

- Any exam, quiz, or assignment grade that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- To get the most out of class regular attendance and active participation is encouraged. **Repeated lateness &/or not remaining for the duration of classroom activities will be recorded as an absence in class.** Disruptive behavior will also be viewed as "not professional" and the student will be asked to leave the classroom.
- Students are expected to demonstrate professional conduct for the duration of the course.
- **Photographing and/or recording course content is strictly prohibited.**
- **Final examinations will be scheduled by the Registrar's office. Do not plan any activities during examination week.**
- "You may be refused permission to write a final examination in a course on the advice of the instructor concerned. This usually happens when absences are excessive (more than 5) or if significant parts of required assignments or lab work are not completed."

### STUDENT RESPONSIBILITIES:

Registered students are expected to abide by the rules and regulations of NWP. As students, rights apply to the Polytechnic in terms of what students are expected to know, expect and receive in all aspects of their period of study at NWP. The standards of student responsibilities apply to all students in terms of what they are expected to take responsibility for and how to conduct themselves during their period of study at NWP. There are no exceptions to this policy. 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

### Attendance

Students are expected to attend all scheduled classes, arrive on time, and remain for the duration of the scheduled class. Students may be refused permission to write the final examination on the advice of the instructor. This usually happens when absences are more than six absences (2 weeks), *or* if significant assessments like assignments, quizzes, tests, and/or exam(s) are not completed; see Examination Policy and Debarred from Examinations;
https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=37.
Attendance is taken in class. Tardiness will be treated as an absence.  Students may review their attendance on myNWP. During lecture and lab time, it is expected that students will work on the BA1150 course material. Course materials (course outline, schedule information, assignments, etc.) and announcements will be published in myClass, McGraw Hill Connect (Connect), and Webmail. Students are responsible for checking all three of these resources regularly: two to five times per week.

### Time Management

The expectation for this course is that students read/review the course material before class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so plan your schedule accordingly. See **Course Schedule/Tentative Timeline** section above.

### 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. Any images taken without instructor consent will need to be deleted immediately.

### Webmail

Students may contact the instructor by NWP Webmail. Webmail will be answered within one business day outside of stated office hours. Webmail correspondence must be sent to your instructor from your NWP Webmail account. Webmail should be professionally formatted with correct spelling and grammar. Webmail must include a subject line and reference to the course code and material(s) and/or textbook pages, etc.

## 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 Northwestern Polytechnic Calendar at https://www.nwpolytech.ca/programs/calendar/ or the Student Rights and Responsibilities policy which can be found at https://www.nwpolytech.ca/about/administration/policies/index.html

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

## Additional Information:

### Technology Requirements:

https://www.nwpolytech.ca/doc.php?d=TECHREQ
Microsoft Office 365 is available for free for NWP students.