



DEPARTMENT Business and Office Administration

COURSE OUTLINE - WINTER 2017

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

INSTRUCTOR: Tashia Lepage

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OFFICE HOURS: 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 or consent of instructor.

*Credit will be granted for one of OA1040 or OA2040.

REQUIRED TEXT/RESOURCE MATERIALS:

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
- 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.

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:

Assignments:	20%
Mid-Term Exam:	25%
Tests and Quizzes	15%
Final Exam:	30%

□ The Final Exam will consist of a series of multiple-choice questions and the formatting of a collection letter.

Job Success Skills:	10%
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The student will demonstrate job success through:

- Regular attendance and punctuality
- Meeting deadlines and due dates for assignments
- Maintaining a high standard of work
- Informing of absences, participating in class, and taking initiative

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:

WEEK	TOPIC
1	Part 1: Understanding the Foundation of Business Communication Chapter 1: Achieving Success through Effective Business Communication
2	Chapter 2: Communicating in Teams and Mastering Listening and Nonverbal Communication
3	Chapter 3: Communicating Interculturally
4	Part 2: Applying the Three Step Writing Process Chapter 4: Planning a Business Message
5	Chapter 5: Writing Business Messages
6	Chapter 6: Completing Business Messages
7	Part 3: Crafting Brief Messages Chapter 7 Crafting Messages for Electronic Media
8	Chapter 8: Writing Routine and Positive Messages
9	Chapter 9: Writing Negative Messages
10	Chapter 10: Writing Persuasive Messages
11	Chapter 11

STUDENT RESPONSIBILITIES:

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

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 Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

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

Additional Information (Optional):

Instructors may add whatever they want here.