

DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – Winter 2023

BA 1010 (A3): Business Communications – 3 (3-1-0) UT 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: Bianca Dudenhoffer **PHONE:** (780) 539-2864
OFFICE: C205 **E-MAIL:** BDudenhoffer@nwpolytech.ca
OFFICE HOURS: Mondays & Wednesdays: 10:00am -11:30am, or by appointment
Best way to contact me: Email*

*All email correspondence must be sent from your NWP student email account and must be professionally formatted (i.e., subject line filled in, proper greeting, spelling, and grammar check, etc.). Emails that do not follow the above requirements will not be responded to.

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:

Rentz, K., Lentz, P., & Campagna, M. (2021). *Business communication: A problem solving approach*. McGraw-Hill Ryerson Ltd.

ISBN: 9781264160365

This textbook includes Connect online access. Both the textbook and Connect will be used extensively. Students must purchase the textbook with Connect access to complete textbook assignments, quizzes, and final exam).

Click here to purchase learning resources: <https://www.bkstr.com/nwpolytechstore/product/business-communication--a-problem-solving-approach--w--connect--815560-1>

For device, software, and network requirements, please visit the following link:

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

Office 365 (free for NWP students)

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.

Theories and concepts will be presented through lectures, textbook readings, in-class demonstrations, and through myClass. Relevant textbook readings and problems will be assigned to test the student's knowledge, understanding, and application of the material.

Students are encouraged to supplement their studying with Connect. Assignments will help students apply the principles in a specific situation.

Modules for the course will be posted online through myClass. Students are expected to complete the module readings/videos and quizzes by the pre-determined due date.

COURSE OBJECTIVES:

The primary objective of BA 1010 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 writing process by writing an academic research paper.
- Students will discover and deliver an oral presentation in front of a group.

LEARNING OUTCOMES:

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

- Develop a reader-centric approach to writing,
- Apply the correct use of grammar, spelling, sentence structure, and punctuation in writing,
- Adapt content, tone, and style to fit an audience which can be applied to a variety of business documents,
- Express and present ideas and information coherently and persuasively,
- Research, plan, compose, edit, and produce academic papers, and
- Research, plan, execute, and evaluate effective oral presentations.

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:

In order to pass BA 1010:

1. All assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam in order to pass the course
3. You must achieve a minimum score of 50% on your course work in order to pass the course

Evaluation	Weighting	Due Date
Quizzes (4)	40%	Consult Class Schedule
Midterm	15%	February 15
Academic Integrity Module	5%	March 10
Individual Oral Presentation	10%	April 3 - 12
Final Research Paper (30% total)		
Research Paper – Draft Report	15%	March 24
Final Submission	15%	During Exam Period
Total	100%	

ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:

- All assignments must be submitted by the due date. Late assignments will only be accepted by consultation with the instructor and will receive a 5% deduction each day it is late. Assignments past five days are assessed a grade of zero.
- All assignments will be submitted in Word document through myClass and will be subject to Turnitin plagiarism assessment.
- Quizzes will be scheduled through myClass. It is your responsibility to follow the due dates associated with those quizzes. 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.
- Final exams will be written as scheduled by the Registrar's office during the exam period. Do not plan activities during this period. Examinations will start at the scheduled time. Extra time will not be allotted to students who arrive late for an examination.
- Students who fail to report for a scheduled examination, and who do not qualify for a deferred examination, will receive a grade of "F" for the missed examination.

- Deferred final examinations may only be granted when an examination has been missed or interrupted because of illness, domestic problems, or a conflict with religious beliefs. In the case of illness (physical, mental, or emotional), medical documentation may be required.
- You may be refused permission to write a final examination in a course on the advice of the instructor concerned. This might happen if absences are excessive, or if significant parts of required assignments or lab work are not completed.

GRADING CRITERIA:

Grades will be assigned on the Letter Grading System. 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:

myClass Lesson Module	Week Start Date	Required Reading	Topic	Assignment
Intro	01-Jan-23	Course Outline	Course Outline/overview Introductions	
1	08-Jan-23	Chapter A	Grammar and Mechanics	
2	15-Jan-23	Chapters 1 & 2	Communicating in the Workplace, Communication Process, Writing Process	Connect Quiz 1
3	22-Jan-23	Chapters 5 & 6	Crafting Effective Sentence and Paragraphs, Building Positive Relationships through Communication	Connect Quiz 2
4	29-Jan-23	Chapters 7 & 8	Good News and Neutral Messages, Communicating Across Cultures	Connect Quiz 3
5	05-Feb-23	Chapters 9 & 10	Writing Bad News Messages; Persuasive Messages and Proposals	Connect Quiz 4
6	12-Feb-23	Chapter 14	Putting Interpersonal Communication Skills to Work in Conversations and Meetings & Review	Midterm
	19-Feb-23	Fall / Winter Break		

7	26-Feb-23	Chapter 12	Creating the Right Type of Report	
8	05-Mar-23	Chapter 11	Researching and Writing Reports	Academic Integrity Module
9	12-Mar-23	Chapter B	Documenting Your Sources - APA	
10	19-Mar-23	Chapter 13	Delivering Business Presentations and Speeches	Research Paper - Draft Report
11	26-Mar-23	Chapter 4	Communicating with Visuals	
12	02-Apr-23		Individual Oral Presentations	Individual Oral Presentation
13	09-Apr-23		Individual Oral Presentations	
	During Exam Period	Final Research Paper Due		

STUDENT RESPONSIBILITIES:

Attendance:

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities. Students with excessive absences 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, Connect, and NWP Webmail. Students are responsible for checking all three websites 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, no emails will be answered before/after business hours.** Email correspondence to your instructor must be sent from your NWP student email account.

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 Polytechnic Policy on Student Misconduct: Plagiarism and Cheating at <https://www.nwpolytech.ca/about/administration/policies/index.html>

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

Additional Information on Oral Presentations:

Students are expected to follow the following rules regarding oral presentations:

- Dress professionally
- No swearing during a presentation
- No talking as an audience member during another student's presentation
- You must attend each presentation day (even if you are not scheduled to present)
- Be respectful of other students and arrive before presentations begin and do not leave/come into class during a presentation. Wait until the presentation is over.