



## Department of Business & Office Administration

### COURSE OUTLINE – Fall 2023

#### BA1010 (EC): Business Communications I – 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:** Andrew Grieve - Gehring, MBA **PHONE:** 780-203-4567  
**OFFICE:** N/A **E-MAIL:** [Agehring@nwpolytech.ca](mailto:Agehring@nwpolytech.ca)  
**OFFICE HOURS:** Please email to schedule

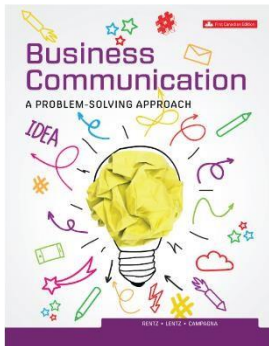
#### CALENDAR DESCRIPTION:

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/systemrequirements/>. Please make sure you are aware of these minimum requirements.

### **DELIVERY MODE(S):**

Asynchronous (online) – This type of course will be delivered online through NWP’s learning management system. There are no set class times and students attend remotely and asynchronously. This is a paced self-study course and is delivered entirely online using *MyClass (D2L)* and *Connect*. You will be evaluated several times, so you can assess how you are doing as you work through the material. The assignments, quizzes, discussions and exams have specific due dates to help you finish the course on time. However, you may complete and submit these evaluations before their due dates.

### **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:**

Quizzes (4)	40%
Midterm	15%
Presentation	10%
Academic Integrity Module	5%
Final Research Paper	30%
<b>Total</b>	<b>100%</b>

## 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
September 1	N/A	Connect and Introductions
September 4	Chapter A	Grammar and Mechanics
September 11	1 & 2	Communicating in the Workplace Writing Effectively for Your Audience <b>Quiz #1</b>
September 18	5 & 6	Crafting Effective Sentence and Paragraphs Building Positive Relationships through Communication <b>Quiz #2</b>
September 25	7 & 8	Writing Good News and Neutral Messages Communication Across Cultures <b>Quiz #3</b>
October 2	9 & 10	Writing Bad-News Messages Writing Persuasive Messages and Proposals <b>Quiz #4</b>
October 9	11	Researching and Writing Reports <b>Academic Integrity Module</b>
October 16	B	Documentation of Sources (APA)
October 23	12	Creating the Right Type of Report <b>Midterm (Multiple Choice)</b>
October 30	D2L and Link Resources	Paraphrase, Summary, and Quotes Revisited
November 6	4	Communication with visuals

November 13	N/A	<b>Reading Week – Nov.13 - 19</b>
November 20	13	Delivering Business Presentations and Speeches
November 27	14	Putting Interpersonal Communication Skills to Work in Conversations and Meetings
December 4	N/A	<b>Presentation due December 10<sup>th</sup> at 11:59PM</b>
December 11	Presentation Feedback	<b>Presentation feedback</b>
<b>December 13 – 21</b>	<b>Final Research Paper Due</b>	

**NOTE – Exams require computer with camera: (see schedule for dates)**

**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.
- 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.
- 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 that a student may wish to contest must be done so within 5 business days after the exam/quiz/assignment has been marked.
- **Photographing and/or recording course content is strictly prohibited.**

## **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.