



DEPARTMENT OF OFFICE ADMINISTRATION

COURSE OUTLINE – WINTER - 2013

OA1040 BUSINESS COMMUNICATIONS 2 – 3(5-0-0) 75 HOURS

INSTRUCTOR: Zonya Sabourin **PHONE:** 780-723-5206
OFFICE: Edson Provincial **E-MAIL:** zsabourin@gprc.ab.ca.
Building

Monday to Thursday: 11:05 a.m. – 12:05 p.m.

OFFICE HOURS: Friday: 10:00 a.m. to 11:00 a.m.

Or by appointment

PREREQUISITE(S)/COREQUISITE:

OA1030

REQUIRED TEXT/RESOURCE MATERIALS:

Locker, Kaczmarek, Braun: Business Communication Building Critical Skills, Fourth Canadian Edition, McGraw-Hill Ryerson Limited 2010. A dictionary, any Canadian Edition, 2009 to current publication date.

CALENDAR DESCRIPTION:

The course applies the principles learned in OA1030 to techniques of writing different types of letters, memos and short reports. It will emphasize oral and written communication, punctuation, and proofreading skills and will help the student to learn to write and speak for communication “payback” results. The focus is on purpose, audience receptiveness, information gathering, and the benefits of good writing.

CREDIT/CONTACT HOURS: 3 credit/75 hours

DELIVERY MODE(S):

Classroom lectures, computer lab work, group participation, and research.

OBJECTIVES:

Upon completion of the course, the student will be able to write and speak according to Standard English usage including principles of word choice, spelling, sentence structure, grammar, punctuation and pronunciation. The student will be able to communicate in Standard English a style that contributes to success and advancement in careers requiring excellent communication skills.

TRANSFERABILITY:

A grade of D or D+ may not be acceptable for transfer to post-secondary institutions. Students are cautioned that it is **their** responsibility to contact receiving institutions to ensure transferability.

EVALUATIONS:

Assignments: 10%

Quizzes and Module Tests: 30%

Will consist of unit and topic tests.

Group Project: (Meeting) 10% (Notice, agenda, and minutes)

Individual Presentation: 10%

Final Exam: 35%

- Students will be required to format and write a memo, a letter, and a short essay.

Job Success Skills: 5%

The student will demonstrate job success skills through:

- Regular attendance and punctuality
- Meeting deadlines and due dates for all assignments
- Maintaining a high standard of work
- Demonstrating the ability to work both independently and collaboratively
- Participating in class and within groups

Social networking and cell phone use during class are not examples of good job success skills and will result in a loss of marks for each occurrence.

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4.0	90 - 100	EXCELLENT
A	4.0	85 - 89	
A-	3.7	80 - 84	FIRST CLASS STANDING
B+	3.3	76 - 79	
B	3.0	73 - 75	GOOD
B-	2.4	70 - 72	
C+	2.3	67 - 69	SATISFACTORY
C	2.0	64 - 66	
C-	1.7	60 - 63	
D+	1.3	55 - 59	MINIMAL PASS
D	1.0	50 - 54	
F	0	0 - 49	FAIL
WF	0.0	0	FAIL, withdrawal after deadline

STUDENT RESPONSIBILITIES:

Daily attendance is essential! You are responsible for completing assignments outside of class time when necessary. If you are ill, please PHONE the office at 780-723-5206 and inform the site administrator of your absence. Choose a “study buddy” and have that person inform you of the work covered that day. You, in turn, will reciprocate. More than three (3) missed classes may result in a recommendation

that you be “disbarred from an exam.” (See the College Calendar for information on this.)

Any missed assignments and exams/tests will be recorded as 0%. Assignments are due on the date specified by the instructor. **No rewrites of exams are permitted.**

There will be a module exam following the completion of each module. A final exam will be issued on a scheduled day during exam week. The date will be forthcoming.

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at

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

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

COURSE SCHEDULE/TENTATIVE TIMELINE: OA1040

NOTE: Lectures, assignments and due dates are subject to change, depending on completion of the designated module. Upcoming quizzes will be announced.

DATE/DAY:	ACTIVITY:	ASSIGNMENTS/DUE DATES/QUIZZES & EXAMS:
January 8 to January 9	CHAPTERS 10 & 11: <i>English for Careers</i> Punctuation Review	Reading Assignment
January 10 to January 11	MODULE 1: Introducing Business Communications	Page 15: Section 1.6 and Page 17: Section 1.9. DUE: January 14, 2013
January 14: January 15 to January 18	January 14: Open Book Quiz, Module 1 MODULE 2: Adapting Your Message to Your Audience. Learning Styles: Handouts	QUIZ: Module 1 No assignment, Mod. #2 Work on your learning style.
January 21: January 22 to January 25	January 21: Open Book Quiz: Module 2 MODULE 6: Communicating You – Attitude MODULE 7: Communicating with Positive Emphasis	QUIZ: MODULE 2 TBA TBA
January 28 to February 1	MODULE 8: Communicating Reader Benefits	TBA
February 4 to February 8	MODULE 9: Formatting Letters and Memos MODULE 10: Writing Electronic Messages	TBA
February 11 to February 15	MODULE 11: Composing Informative & Positive Messages MODULE 12: Composing Negative Messages	TBA
FEBRUARY 18 – FEBRUARY 22	WINTER BREAK: NO CLASSES	NO CLASSES THIS WEEK
February 25 to March 1	MODULE 13: Composing Persuasive Messages	TBA
March 4 to March 8	MODULE 14: Listening Actively MODULE 15: Working and Writing in Teams MODULE 16: Planning, Managing and Recording Meetings	Group meeting: March 8. Each of you will record minutes and class time will be allotted to type up your minutes, which are DUE: March 11.
March 11 to March 15	MODULE 17: Making Oral Presentations. Please note that the presentations will take place over a two-day period and must be no longer than 15 minutes per person.	There will be a presentation assignment. DUE: March 22 & 25. Choose your own topic.
March 18 to March 22	MODULE 18: Researching Information MODULE 20: Reports March 22: Presentations	TBA TBA
March 25 to March 28	March 25: Presentations MODULE 24: Researching Jobs	As we work through the next three modules, we will also be referring to our <i>Administrative Procedures</i>

		textbook for more information. We will also make use of various websites.
March 29	GOOD FRIDAY STAT: NO CLASSES	NO CLASS TODAY
April 1 to April 5	MODULE 25: Creating Persuasive Resumes	Class time will be allotted for assignments & research.
April 8 to 12	MODULE 26: Creating Persuasive Application Letters	Class time will be allotted for assignments & research.
April 15 to April 17	Review and prep for Final Exam. All outstanding assignments are due by April 17, 2013,	Turn in all assignments; review for Final Exam.
APRIL 18, 2013	FINAL EXAM: OA1040 (tentative date) The exam will consist of formatting and writing a memo and a letter and some multiple-choice questions.	FINAL EXAM: OA1040: Business Communication



“Success is a journey, not a destination.”

Congratulations to all of you!