



# Grande Prairie Regional College

## School of Business

### Department: Administrative Technology

#### COURSE OUTLINE – WINTER 2007

OA1040 3(5-0-0) Business Communications II

M 11:30 – 12:50 (A313)

T TH 8:30-9:50 (A313)

**Instructor** Cara Leaf

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**Office** M 2:00 - 4:30 or by

**Hours** appointment

#### **Prerequisite(s)/corequisite(s):**

OA 1030

#### **Required Text/Resource Materials:**

Locker, Kaczmarek, Braun., Business Communication Building Critical Skills, Second Edition, McGraw-Hill Ryerson Limited, 2002.

Random House Webster Dictionary

#### **Description:**

The course applies the principles learned in [OA 1030](#) to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills. This course will help students learn to write and speak for communication “payback” results, with focus on purpose, audience, information, benefits, objections, and context.

#### **Credit/Contact Hours:**

3 credits/75 contact hours

**Delivery Mode(s):**

Lecture/Lab

**Grading Criteria:**

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.

<b>Project –</b>	<b>10%</b>
<b>Quizzes &amp; Tests –</b>	<b>35%</b>
➤ Will consists of unit and topic tests	
<b>Group Projects &amp; Assignments --</b>	<b>20%</b>
<b>Final Exam –</b>	<b>30%</b>
<b>Job Success Skills –</b>	<b>5%</b>
➤ The students will demonstrate job success skills through:	
○ Regular attendance and punctuality	
○ Timely completion of work	
○ Maintaining a high standard of work	
○ Ability to work both independently and collaboratively	
○ Participation in class and within groups	

Grades will be assigned on the Letter Grading System.

**Administrative Technology Department**

**Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>76 – 79</b>	
<b>B</b>	<b>3</b>	<b>73 – 75</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

## **Course Schedule/Tentative Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Jan. 8-12	Introduction to Business Communications	Module 1
Jan. 15-19	Adapting Your Message to Your Audience	Module 2
Jan. 22-26	Creating Goodwill	Module 6&7
Jan. 29-2	Reader Benefits	Module 8
Feb. 5-9	Writing Letters	Modules 9&10
Feb. 12-16	Negative & Persuasive Messages	Modules 11 &12
Feb. 26-02	Email Messages	Module 13
March 5-9	Polishing Your Writing	Modules 14,15,&16
Mar. 12-16	Active Listening	Module 17
Mar. 19-23	Working in Teams & Oral Presentations	Modules 18 & 20
Mar. 26-30	Short Reports	Module 23
Apr. 2-6	Group work	
Apr. 9-13	Oral Presentations	

## **Examinations:**

There will be a module exam following the completion of each module. The final exam will be given on the scheduled day during April exam week.

## **Statement on Plagiarism:**

The instructor reserves the right to use electronic plagiarism detection services. The penalty for plagiarism is SEVERE. DO NOT DO IT!