Grande Prairie Regional College

Department: Office Administration

COURSE OUTLINE – WINTER 2010

OA1040 3(5-0-0) Business Communications II
M T TH11:30 – 12:50 (A305)

Instructor	Cara Leaf	**Phone**	539-2879
Office	C411	**E-mail**	cleaf@gprc.ab.ca
Office Hours	T TH 8:30-9:50 W 11:30-12:50 (or by appointment)		

Prerequisite(s)/corequisite(s):

OA 1030

Required Text/Resource Materials:

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

<u>Random House Webster Dictionary</u>

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.

Project –	**10%**
Quizzes & Tests –	**35%**
➤ Will consists of unit and topic tests	
Group Projects & Assignments --	**20%**
Final Exam –	**30%**
Job Success Skills –	**5%**

- ➤ The students will demonstrate job success skills through:
    - o Regular attendance and punctuality
    - o Timely completion of work
    - o Maintaining a high standard of work
    - o Ability to work both independently and collaboratively
    - o Participation in class and within groups

Grades will be assigned on the Letter Grading System.

Administrative Technology Department

Grading Conversion Chart

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

Course Schedule/Tentative Timeline:

Week	Topic	Required Reading
Week 1	Introduction to Business Communications	Module 1
Week 2	Adapting Your Message to Your Audience	Module 2
Week 3	Creating Goodwill—You Attitude & Positive Emphasis	Module 6&7
Week 4	Reader Benefits	Module 8
Week 5	Writing Messages (letters, memos, emails)	Modules 9&10
Week 6	Informative, &Negative Messages	Modules 11 &12
Week 7	Persuasive Messages	Module 13
Week 8	Polishing Your Writing	Modules 14,15,&16
Week 9	Active Listening	Module 17
Week 10& 11	Working in Teams & Oral Presentations	Modules 18 & 20
Week 12	Group work & writing project	
Week 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!