Grande Prairie Regional College

School of Business

Department: Administrative Technology

COURSE OUTLINE – WINTER 2007

OA1040 B3 (5-0-0) Business Communications II

Instructor	Evans Forsyth	**Phone**	Office 539-2009
Office	C411		Residence 532-1031
Office Hours	Tu Th 11:30 – 1:00	**E-mail**	eforsyth@gprc.ab.ca

Prerequisite(s)/co requisite(s):

OA 1030

Required Text/Resource Materials:

Locker, Kaczmarek, Braun., Business Communication Building Critical Skills, Second Edition, McGraw-Hill Ryerson Limited, 2005.

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.

Research Project	**15%**
Online Reviews	**5%**
Quizzes & Tests	**30%**
➢ Will consists of unit and topic tests	
Group Projects & Assignments	**15%**
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

Up to 2 of your lowest chapter marks will be replaced by your final exam, based on the following:

- 91 to 100% on-time for class, 2 marks replaced.
- 81 to 90% on-time for class, 1 mark replaced.

A missed midterm will be added to the final exam.

Grades will be assigned on the Letter Grading System.

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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	Readings
Jan. 5	Introduction to Business Communications	Module 1
Jan. 8, 10, 12	Adapting Your Message to Your Audience	Module 2
Jan. 15, 17, 19	Creating Goodwill	Module 6 & 7
Jan. 22, 24, 26	Reader Benefits	Module 8
Jan. 29, 31, Feb 2	Writing Letters	Modules 9 & 10
Feb. 5, 7, 9	Negative & Persuasive Messages	Modules 11 & 12
Feb. 12, 14, 16	Email Messages	Module 13
Feb. 26, 28, Mar. 2	Polishing Your Writing	Modules 14, 15, & 16
Mar. 5, 7, 9	Active Listening	Module 17
Mar. 12, 14, 16	Working in Teams & Oral Presentations	Modules 18 & 20
Mar. 20-24	Finding, Analyzing, and Documenting Information	Module 21
Mar. 26, 28, 30	Short Reports & Using Visuals	Modules 23 & 25
Apr. 2, 4	Group work	
Apr. 9, 11, 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!

Winter 2007