

COURSE OUTLINE – Spring 2023

OA1040 Business Communications II EC 3(4.5-0-0) 67.5 Hours for 8 weeks

Grande Prairie Regional College respectfully acknowledges that we are located on Treaty 8 territory, the traditional homeland and gathering place for many diverse Indigenous peoples. We are honored to be on the ancestral lands of the Cree, Dene/Beaver and Métis, whose histories, languages, and cultures continue to influence our vibrant community. We are grateful to have the opportunity to work, learn, and live on this land

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**Office
Hours** By appointment

Description:

The course applies the principles learned in OA 1030, Business Communications I to the techniques of writing different types of letters, memos and short reports. It emphasizes oral communication, punctuation and proofreading skills.

Note: This course will help students learn to write and speak for communication “payback” results, with focus on purpose, audience, information, benefits, objections, and context. Because the OA program is computer/software intensive, students will have the opportunity to apply the skills acquired in semester one and integrate them into winter semester courses. In this course, we will integrate skills by combining the productive, and technological skills across the same medium.

Prerequisite(s)/corequisite(s):

OA 1030

Required Text/Resource Materials: Locker, Kaczmarek, Braun. *Business Communication Building Critical Skills*, Sixth Edition, McGraw-Hill Ryerson Limited,

Random House Webster Dictionary

Software & Network requirements

The following are required to participate in this course:

- Web Browser: Google Chrome (with auto updates enabled)
- Microsoft Office 2019/365 (free student download for GPRC students)
- Internet: DSL, Cable or LTE wireless internet – 1.5 Mbps upload, 1.5 Mbps download

Delivery:

Online Delivery. This course is delivered online. There are no face-to-face or onsite requirements. Students must have a computer with a webcam and reliable internet connection. Technological support is available through helpdesk@gprc.ab.ca

Credit/Contact Hours:

3 credits/67.5 contact hours

Course Objective:

The primary objective of this course is for students to apply the fundamental grammar skills obtained in OA 1030 to the mechanics of functional writing, as well as to develop teamwork skills through working in groups

Course Outcomes:

Upon successful completion of the course, students should be able to:

- recognize the importance of careful preparation and planning in all forms of business communications
- apply grammar mechanics and sentence structure to business correspondence
- write clearly and coherently, including an appropriate level of detail
- present information in a logical sequence
- use language, format and structure suitable for purpose and audience
- apply productive group work competencies
- adapt a message to a specific purpose and audience
- describe and correctly apply you-attitude, positive emphasis, and reader-benefits in business communication
- apply the organizational techniques for composing specific forms of effective business letters and memoranda to meet the needs of both the sender and the target audience.

- demonstrate the use of informative, positive, and persuasive communication techniques in both oral & written formats.
- create you attitude, positive emphasis, and reader benefits
- present an analysis of a situation using the “PAIBOC” method, with focus on purpose, audience, information, benefits, objections, and context.
- recognize and demonstrate basic layout and visual conventions of documents applicable to a business environment
- Use MS Word to produce finished documents in accordance with business standards for timely completion, correctness of content and format, professional appearance and creativity.

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

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	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

EVALUATIONS:

Weekly Activities:

Concept/Terminology	5%
Case Studies	5%
Polishing Prose	5%
Chapter Quizzes	5%
Final Group Project:	20%
Unit Exams:	30%
Unit 1, Unit 2, Unit 3	
Final Exam –	30%

STUDENT RESPONSIBILITIES:

Assignments, quizzes, and exams 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

Time Management:

The expectation for this course is that students read/review the text material prior to completing the chapter activities. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time, so plan your schedule accordingly. It is difficult to catch up once a student falls behind in readings and exercises.

Email

Students may contact the instructor by email. Emails will be answered within two business day. Email correspondence to your instructor should be sent from your NWP student email account. Emails should be professionally formatted and include a subject (typically the course name), correct spelling and grammar, and a reference to course material and/or textbook pages, etc.

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

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

Course Schedule/Tentative Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
Week 1	Course Outline & Timeline	
	Introduction to Business	Get to Know OA1040
	Communications	Course Page
	Adapting Your Message to Your Audience	Module 1 & 2
Week 2	Working in Teams	Module 20 & 12
	UNIT 1 Exam You Attitude	
Week 3	Positive Emphasis	Module 10 & 11
	Reader Benefits	
	Unit 2 EXAM	
Week 4	Informative Messages	Module 7 & 8
	Negative Messages	
Week 5	Persuasive Messages	Module 9
	Unit 3 Exam	
Week 6	Oral Presentations	Modules 22
Week 7	Final Project	
Week8	FINAL EXAM	Aug. 17th

Examinations:

There will be a unit exam following the completion of each unit (3-5 modules). The final exam will be given on the scheduled day during August exam week.