

Department of Business & Office Administration

COURSE OUTLINE – Winter 2023

OA1040 Business Communications II EC 3(4.5-0-0) 67.5 Hours for 15 weeks

Northwestern Polytechnic acknowledges that our campuses are located on Treaty 8 territory, the ancestral and present-day home to many diverse First Nations, Metis, and Inuit people. We are grateful to work, live and learn on the traditional territory of Duncan's First Nation, Horse Lake First Nation and Sturgeon Lake Cree Nation, who are the original caretakers of this land.

We acknowledge the history of this land and we are thankful for the opportunity to walk together in friendship, where we will encourage and promote positive change for present and future generations.

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Office T/TH 10:00-11:30

Hours or anytime 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,

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@nwpolytech.ca

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

Learning 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
- apply 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

EVALUATIONS:

Weekly Activities:

Concept/Terminology	5%
Case Studies	5%
Polishing Prose	5%
Chapter Quiz	5%
Writing Assignments	10%
Final Group Project:	15%
Unit Exams:	25%
Unit 1, Unit 2, Unit 3	
Final Exam –	30%

GRADING CRITERIA: Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

STUDENT RESPONSIBILITIES:

Assignments, quizzes, 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

Time Management:

The expectation for this course is that students read and review the text material each week. 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.

Recording:

Recording (audio, image, video) lectures or taking photos is **strictly prohibited**.

Email

Students may contact the instructor by email or phone. Emails will be answered within two business days. Email correspondence to your instructor should be sent from your GPRC student email account. Emails should be professionally formatted and include a subject, 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 Northwestern Polytechnic Calendar at <https://www.nwpolytech.ca/programs/calendar/> or the Student Rights and Responsibilities policy which can be found at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

****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	Get to Know OA1040 Course Page
Week 2	Introduction to Business Communications	Module 1
Week 3	Adapting Your Message to Your Audience	Module 2
Week 4	Working in Teams	Module 20
Week 5	You Attitude	Module 12
Week 6	Positive Emphasis	Module 11
Week 7	Reader Benefits	Module 10
Week 8	READING WEEK	
Week 9	Informative Messages	Module 7
Week 10	Negative Messages	Module 8
Week 11	Persuasive Messages Polishing Your Writing	Module 9
Week 12	Active Listening	Module 19
Week 13	Oral Presentations	Modules 22
Week 14 & 15	Writing project Group Presentations	Handouts

Examinations:

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