

**DEPARTMENT Business Administration**

**COURSE OUTLINE – Fall 2023**

**BA1010 (B2): Business Communications 1– 3 (3-1-0) 60 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.

**INSTRUCTOR:** Mark Evans, MA                      **PHONE:** (780) 539-2896  
**OFFICE:** C412    **E-MAIL:** MEvans@nwpolytech.ca  
**OFFICE HOURS:** Mondays & Wednesdays: 1:00pm -2:30pm, or by appointment  
Best way to contact me: Email

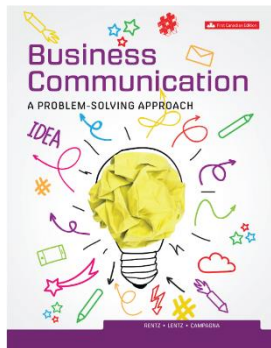
**CALENDAR DESCRIPTION:**

This course focuses on principles of effective business communication, both written and spoken, including mechanics, style, tone, organization, and APA style referencing. Specific topics include composing business letters, memoranda, and emails; writing formal reports; principles of graphic design; and conducting effective business meetings.

**PREREQUISITE(S)/COREQUISITE: None**

**REQUIRED TEXT/RESOURCE MATERIALS:**

1. Business Communication: A Problem Solving Approach 1ce by Katheryn Rentz



**All students must have access to Connect.** You must have an access code to gain access to the online resources. McGraw-Hill Connect™ is a web-based assignment and assessment platform that gives students the means to better connect with their coursework, and with the important concepts that they will need to know for success now and in the future. If you have purchased a used book, you will have to purchase an access code separately. Instructions to do this are available in the Registration Module.

**DELIVERY MODE(S):**

On-campus (face-to-face) – This type of course will be delivered on campus in a specific location which will be indicated on the student timetable. Students are expected to fully attend in person.

**LEARNING OUTCOMES:**

Upon successful completion of the course, students will be able to do the following:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing.
- Research, plan, compose, edit, and document a formal academic paper.
- Research, plan, execute and evaluate an effective oral presentation.

**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.alberta.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:**

Discussions	10%
Quizzes	15%
E-mail Exercise	5%
Bad-news letter	10%
Cover Letter and Resume	10%
Individual Presentation	10%
Final Research Paper – to be submitted in components	40%
Component A: Literature Review, Thesis (10%)	
Component B: Outline, Source Evaluation (10%)	
Component C: Final Composed Report (20%)	
<b>Total</b>	<b>100%</b>

## GRADING CRITERIA

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

### Grading Chart for courses with Alpha Grading:

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	95-100	C+	2.3	67-69
A	4.0	85-94	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

### COURSE SCHEDULE/TENTATIVE TIMELINE:

The course schedule is approximate and may vary slightly at the discretion of the instructor. You are strongly encouraged to complete all exercises, project(s), assignments, and exams. Students will receive a zero (0) for any missed exercises, projects, assignments, and exams. There are no re-writes, deadline extensions, bonus exercises, assignments, or projects available to improve your grade.

Week Beginning	Chapters Covered	Content
<b>September 4</b>	<b>Labour Day – No Class</b>	
September 4	N/A	Connect and Introductions
September 11	Chapter 1 & 2	Grammar and Mechanics Communicating in the Workplace
September 18	3 & 15	Designing Documents with Visual Appeal Communicating in the Job Search
September 25	4 & 5	Communicating with Visuals Crafting Effective Sentence and Paragraphs
October 2	6 & 7	Building Positive Relationships through Communication Communication Across Cultures
<b>October 9</b>	<b>Thanksgiving – No Class</b>	
October 9	9	Writing Bad News Messages
October 16	8 & 10	Writing Good News and Neutral Messages Writing Persuasive Messages and Proposals
October 23	11	Researching and Writing Reports Writing Academic Papers
October 30	Reference Chapter B	Documentation of Sources (APA)
November 6	D2L and Link Resources	Paraphrase, Summary, and Quotes Revisited
<b>November 13-17</b>	<b>Fall Break - No Classes</b>	

November 20	13	Delivering Business Presentations and Speeches
November 27	14	Putting Interpersonal Communication Skills to Work in Conversations and Meetings
December 4	Presentation	Individual presentations based on research paper
December 11	Presentations	Individual presentations based on research paper
<b>December 12</b>	<b>Last Day of Classes</b>	
<b>December 14 – 22</b>	Final TBA – Last Day to submit research paper	

**Important Dates:**

**Sept 14** – Last Day to Withdraw with full refund.

**Nov 28** – Last Day to Withdraw

**Dec 14 – 21** – Exam Week

**STUDENT RESPONSIBILITIES:**

**Attendance:**

Students are expected to attend all classes, arrive on time, and remain for the duration of class activities.

Students with absences in excess of six classes may be refused permission to write the final exam. For

more information, please refer to the Academic Regulations on Debarred from Exams at

<https://www.nwpolytech.ca/programs/grading-systems.html>

**Time Management:**

The expectation is that students read the material and attempt exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take a great deal of time and students are encouraged to plan their schedule accordingly. Do not fall behind in the assigned readings and problems as it is difficult to catch up.

Course materials and announcements will be available on myClass, Connect, and NWP Webmail. Students are responsible for checking all three websites regularly.

**Cell Phones:**

The use of cell phones during class time is unprofessional and distracting to the instructor as well as fellow students. Cell phones should be set to silent and placed out of sight during class time unless being used as part of a class activity.

**Recording:**

Recording lectures or taking screen shots in class is prohibited unless advanced permission is obtained from the instructor and any guest presenter(s). In the event such permission is granted, recordings may only be used for individual study and may not be reproduced, transferred, distributed, or displayed in any public manner.

**Email:**

Students may contact the instructor by email or phone. Emails will be answered within three business days. Email correspondence to your instructor must be sent from your NWP student email account.

**STATEMENT ON ACADEMIC MISCONDUCT:**

Academic Misconduct will not be tolerated. For a more precise definition of academic misconduct and its consequences, refer to the Student Rights and Responsibilities policy available at <https://www.nwpolytech.ca/about/administration/policies/index.html>.

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

**Additional Information:**

It is the student's responsibility to be fully acquainted with and adhere to NWP's policies, procedures or rules; see <https://www.nwpolytech.ca/about/administration/policies/> and <https://www.nwpolytech.ca/about/administration/policies/fetch.php?ID=69>

**ASSIGNMENT, QUIZ, TEST AND EXAM POLICIES:**

- Assignments must be submitted by the due date. Late assignments will not be accepted and missed assignments will receive a grade of zero. No extensions or re-writes will be granted.
- All assignments are subject to Turnitin originality assessment.
- Quizzes will be scheduled throughout the course and must be completed by the due date or allotted time. Do not plan any activities on days quizzes are scheduled.
  - Unexcused absences during a quiz or term test will earn a grade of zero. No re-writes will be granted for missed or unsuccessful attempts.
  - For excused absences, the weighting of a test term may be transferred to the final exam at the instructor's discretion. Students with absences in excess of six classes will be refused the ability to move any test weightings to the final exam.
- Calculators and approved translation devices are the only electronic devices allowed during quizzes, major tests, or the final exam. Cell phone calculators may not be used in examinations.
- Final assignment due date will be as scheduled by the Registrar's office during the exam period from December 14-21, 2023. Do not plan activities during this period. Re-writes for the assignment will not be granted.

**Technology Requirements:**

<https://www.nwpolytech.ca/doc.php?d=TECHREQ>

Microsoft Office 365 is available for free for NWP students.