



**Grande Prairie Regional College**  
**School of Health, Wellness & Career Studies**  
**Department of Business & Office Administration**

**COURSE OUTLINE – Winter 2020**

**OA1040 B3 Business Communications II A3 3(4.5-0-0) 67.5 Hours,  
15 weeks**

**Instructor** Cara Leaf

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**Office Hours** T /W 11:30-1:00 Or  
Anytime By Appointment

**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

**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.

*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.*

**Credit/Contact Hours:**

3 credits/67.5 contact hours

**Delivery Mode(s):**

Lecture

**Note:** 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.

**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:**

**\*\* 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:**

<b>GRANDE PRAIRIE REGIONAL COLLEGE</b>			
<b>GRADING CONVERSION CHART</b>			
<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4.0</b>	<b>90 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4.0</b>	<b>85 – 89</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>80 – 84</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>77 – 79</b>	
<b>B</b>	<b>3.0</b>	<b>73 – 76</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>70 – 72</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 69</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2.0</b>	<b>63 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 62</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1.0</b>	<b>50 – 54</b>	
<b>F</b>	<b>0.0</b>	<b>0 – 49</b>	<b>FAIL</b>
<b>WF</b>	<b>0.0</b>	<b>0</b>	<b>FAIL, withdrawal after the deadline</b>

**EVALUATIONS:**

<b>Quizzes &amp; Tests –</b>	<b>30%</b>
➤ Will consists of unit and topic tests	
<b>Group Projects &amp; Assignments --</b>	<b>20%</b>
<b>Final Writing Project –</b>	<b>20%</b>
<b>Final Exam –</b>	<b>30%</b>

## **STUDENT RESPONSIBILITIES:**

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

## **STATEMENT ON PLAGIARISM AND CHEATING:**

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

<https://www.gprc.ab.ca/about/administration/policies/fetch.php?ID=68>

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

## **Course Schedule/Tentative Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Week 1	Course Outline & timeline Introduction to Business Communications	Get to Know OA1040 Moodle Page Module 1
Week 2	Adapting Your Message to Your Audience	Module 2
Week 3	Working in Teams	Module 20
Week 4	Creating Goodwill—You Attitude & Positive Emphasis	Module 12 & 11
Week 5	Reader Benefits	Module 10
Week 6	Writing Messages (letters, memos, emails)	Modules 6
<b>Week 7</b>	<b>READING WEEK</b>	
Week 8	Informative Messages	Modules 7
Week 9	Negative Messages	Module 8
Week 10	Persuasive Messages Polishing Your Writing	Module 9
Week 11	Active Listening	Module 19
Week 12	Oral Presentations	Modules 22
Week 13	Writing project (No class on Friday)	Handouts
Week 14 & 15	Group Presentations	

## **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.