

**Business Communications II – OA 122**

*3 credits, 16 weeks, 5 hours*

Students will develop skills in oral and written communications and demonstrate these skills in the preparation of business correspondence, job search documents and interviews, customer service, team situations, oral presentations, and meetings. This course will take the student through the steps of planning and producing effective business memos and letters and will present strategies for overcoming common business writing problems. A strong focus will be placed on the job search, including the resume, application letter, and interview.

*Prerequisites and/or co-requisites: OA 120, OA 145*

**Instructor**

Pam Wenaus

Office location: S111E

Phone number: 780-791-8956

[pam.wenaus@keyano.ca](mailto:pam.wenaus@keyano.ca)

**Office Hours**

Monday	12:00 p.m. – 1:00 p.m.
Tuesday	4:00 p.m. – 6:00 p.m.
Wednesday	12:00 p.m. – 1:00 p.m.
Thursday	11:00 a.m. – 12:00 p.m.

**Hours of Instruction**

Monday	3:00 p.m. – 3:50 p.m.
Wednesday	1:00 p.m. – 2:50 p.m.
Friday	8:00 a.m. – 9:50 a.m.

**Required Resources**

Communicating in the Workplace, Sixth Canadian Edition, Francis Dombeck, Camp, Satterwhite, McGraw-Hill Ryerson ISBN: 0070908141

Study Guide to accompany Communicating In the Workplace, Sixth Canadian Edition, Francis Dombeck, Camp, Satterwhite, McGraw-Hill Ryerson ISBN: 0070908141

Career Focus Canada: A Personal Job Search Guide, Sixth Edition, Helene Martucci Lamarre, Karen McClughan, Pearson Education Canada, ISBN-13: 9780132825931

A dictionary, thesaurus, secretarial handbook (Gregg Reference Manual), or any other reference that the student may find helpful.

**Course Outcomes**

1. Prepare an effective job search campaign including assessing one’s skills, preparing a resume, preparing a cover letter, and demonstrating effective oral communication skills in an employment interview situation.
2. Choose words that reflect the principles of Plain English.
3. Write effective sentences.
4. Structure effective paragraphs.
5. Apply revising and editing techniques to business documents.
6. Understand the advantages and purposes of a memo and write an effective memo using standard memo format.
7. Plan and write effective business letters in the following categories:
 

Informing	Persuading
Requesting	Public Relations
Responding to Requests	Social-Business
8. Discuss effective listening techniques for conversations, conferences, and meetings.
9. Demonstrate the elements of effective speaking.
10. Prepare and deliver a presentation.
11. Understand the importance of good customer service and explain strategies for improving customer service communication.

**Evaluation**

Assignments.....	20%
Oral Assignments.....	15%
Quizzes .....	25%
Job Search Documents.....	15%
Final Exam .....	25%
Total .....	100%

**Office Administration Grading System**

*The minimum standard for passing this course is a grade of C- (60%).*

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 98.9
	A	4.0	95 – 98.9
	A-	3.7	90 – 94.9
Good	B+	3.3	85 – 89.9
	B	3.0	80 – 84.9
	B-	2.7	75 – 79.9
Satisfactory	C+	2.3	70 – 74.9
	C	2.0	65 – 69.9
<b>Progression</b>	C-	1.7	60 – 64.9
Poor	D+	1.3	55 – 59.9
Min Pass	D	1.0	50 – 54.9
Failure	F	0.0	< 50

## Performance Requirements

### Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course. Please refer to page 35 of the Credit Calendar.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

### Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment

Penalties for academic offences may range from a verbal reprimand to dismissal from the College, and in certain circumstances may involve legal action.

## Specialized Supports

### Counselling and Disability Services

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

### SKILL Centre

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

## Tentative Course Schedule

		ASSIGNMENTS
<b>Week 1</b> Jan 3 – 9	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> Chapters 1-4, <i>Career Focus Canada</i>	Workbook Chapters 1-4, Career Focus Canada; Online Quizzes 1-4, Companion Website Job Search; Top Preferred Companies
<b>Week 2</b> Jan 10 – 16	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> Chapters 5-9, <i>Career Focus Canada</i>	Workbook Chapter 5-9, Career Focus Canada; Online Quizzes 5-9, Companion Website Business Cards; Resume; Cover letter
<b>Week 3</b> Jan 17 – 23	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> Chapter 10-12, <i>Career Focus Canada</i>	Workbook Chapters 10-12, Career Focus Canada; Online Quizzes 10-12, Companion Website Networking; Thank you cards
<b>Week 4</b> Jan 24 – 30	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> <i>Handouts</i>	Interview Roll Play
<b>Week 5</b> Jan 31 – Feb 6	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> <i>Handouts</i>	Elevator Speech; Career Fair Attendance;
<b>Week 6</b> Feb 7 – 13	<b>TOPICS:</b> Revising, Editing, and Proofreading; Building Effective Paragraphs; Writing Effective Sentences; Structuring Phrases and Clauses <b>READINGS:</b> Chapters 7.1-7.4, <i>Communicating in the Workplace</i>	Workbook Chapter 7.1-7.4, Communicating in the Workplace Craft letter revising and editing
<b>Week 7</b> Feb 14 – 20	<b>TOPICS:</b> Using Words Effectively; Mastering Spelling Techniques <b>READINGS:</b> Chapters 7.5-7.6, <i>Communicating in the Workplace</i>	Workbook Chapter 7.5-7.6, Communicating in the Workplace Chapter Assignment
<b>Week 8</b> Feb 21 – Feb 27	<b>Reading Week: No Classes</b>	
<b>Week 9</b> Feb 28 – Mar 5	<b>TOPICS:</b> Planning Business Correspondence; Writing Emails and Memos <b>READINGS:</b> Chapters 8.1-8.2, <i>Communicating in the Workplace</i>	Workbook Chapter 8.1-8.2, Communicating in the Workplace Chapter Assignment
<b>Week 10</b> Mar 6 – 12	<b>TOPICS:</b> Business Letters Parts and Formats; Informing and Requesting; Responding to Requests; Persuasive Communications <b>READINGS:</b> Chapters 9.1-9.4, <i>Communicating in the Workplace</i>	Workbook Chapter 9.1-9.4, Communicating in the Workplace
<b>Week 11</b> Mar 13 – 19	<b>TOPICS:</b> Public Relations Letters; Social-Business Communications; Form Letters and Templates <b>READINGS:</b> Chapters 9.5-9.7, <i>Communicating in the Workplace</i>	Workbook Chapter 9.5-9.7, Communicating in the Workplace Chapter Assignment
<b>Week 12</b> Mar 20 – 26	<b>TOPICS:</b> Customer Service; Communicating Effectively with Customers <b>READINGS:</b> Chapters 11.1-11.2, <i>Communicating in the Workplace</i>	Workbook Chapter 11.1-11.2, Communicating in the Workplace Chapter Assignment
<b>Week 13</b> Mar 27 – Apr 2	<b>TOPICS:</b> Basics of Oral Communication; Nonverbal Communication and Speech Qualities; Improving Listening Skills; Communicating in Meetings; Making Presentations <b>READINGS:</b> Chapters 2.1-2.5, <i>Communicating in the Workplace</i>	Workbook Chapter 2.1-2.5, Communicating in the Workplace
<b>Week 14</b> Apr 3 – 9	<b>TOPICS:</b> Oral Presentations	Oral Presentations
<b>Week 15</b> Apr 10 – 16	<b>TOPICS:</b> Oral Presentations; Final Exam Preparation	Oral Presentations
<b>Week 16</b> Apr 17 – 23	<b>FINAL EXAMINATION PERIOD</b>	

**Please Note:**

This course outline may be modified to facilitate unforeseen time constraints.

Date and time allotted to each topic is subject to change.

**Authorization**

This course outline has been reviewed and approved by the Program Chair.

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Pam Wenaus, Instructor

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Gina Jackson, Chair

Date Authorized

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Guy Harmer, Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor

Registrar's Office