

**OA 122A, Business Communications II***3 credits, 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	1:00 p.m. – 1:50 p.m.
Tuesday	12:00 p.m. – 12:50 p.m.
Wednesday	1:00 p.m. – 1:50 p.m.
Thursday	1:00 p.m. – 1:50 p.m.
Friday	11:00 a.m. – 11:50 a.m.

**Hours of Instruction**

Tuesday	9:00 a.m. – 11:50 a.m.	Room S105
Thursday	11:00 a.m. – 12:50 p.m.	Room S105

**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

**Course Outcomes**

Upon successful completion of this course, the student shall be able to:

- 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.

- Choose words that reflect the principles of Plain English.
- Write effective sentences.
- Structure effective paragraphs.
- Apply revising and editing techniques to business documents.
- Understand the advantages and purposes of a memo and write an effective memo using standard memo format.
- Plan and write effective business letters in the following categories:
 

Informing	Persuading
Requesting	Public Relations
Responding to Requests	Social-Business
- Discuss effective listening techniques for conversations, conferences, and meetings.
- Demonstrate the elements of effective speaking.
- Prepare and deliver a presentation.
- 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%

*A grade of C- is required for progression or transfer.*

**Grading System**

*The minimum standard for progression is C- (60%); a minimum pass is D (50%).*

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

**Proposed Schedule of Topics**

		<b>ASSIGNMENTS</b>
Week 1 Jan 9 – 13	<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
Week 2 Jan 16 – 20	<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
Week 3 Jan 23 – 27	<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
Week 4 Jan 30 – Feb 3	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> <i>Handouts</i>	Interview Roll Play
Week 5 Jan Feb 6 – 10	<b>TOPICS:</b> The Job Search, Resumes, Cover Letters, Interviews, Follow-up <b>READINGS:</b> <i>Handouts</i>	Elevator Speech; Career Fair Attendance;
Week 6 Feb 13 – 17	<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
Week 7 Feb 20 – 24	<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
Week 8 Feb 27 – Mar 3	<i>Reading Week: No Classes</i>	
Week 9 Mar 6 – 10	<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
Week 10 Mar 13 – 17	<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
Week 11 Mar 20 – 24	<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
Week 12 Mar 27 – 31	<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
Week 13 Apr 3 – 7	<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
Week 14 Apr 10 – 14	<b>TOPICS:</b> Oral Presentations; Final Exam Preparation	Oral Presentations
Final Exams Apr 18 – 24	<b>FINAL EXAMINATION PERIOD</b>	

**Please Note:**

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

**Performance Requirements**

**Student Responsibilities**

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

### **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.

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
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

## **Specialized Supports**

### **Counselling and Accessibility 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.