

Business Department / Office Administration Certificate

Winter 2014

Business Communications II – OA 122 A & B

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
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pam.wenaus@keyano.ca

Office Hours

Monday	10:00	a.m.	to	10:50	a.m.
Tuesday	10:00	a.m.	to	10:50	a.m.
Wednesday	11:00	a.m.	to	12:50	p.m.
Thursday	10:00	a.m.	to	10:50	a.m.

Hours of Instruction

Group A

Monday	11:00	a.m.	to	12:50	p.m.
Tuesday	11:00	a.m.	to	12:50	p.m.
Friday	9:00	a.m.	to	9:50	a.m.

Group B

Monday	2:00	p.m.	to	2:50	p.m.
Tuesday	8:00	a.m.	to	9:50	a.m.
Thursday	8:00	a.m.	to	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, 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 which 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 Progression	C+	2.3	70 - 74.9
	C	2.0	65 - 69.9
	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

1. Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a students' learning experience. Second, attending class is a good way to keep informed of matters relating 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 32 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.

2. Academic Misconduct (page 32 of the Credit Calendar)

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

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

3. Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Learner Assistance Program Office at 792-5608 to initiate the process for documenting, assessing and implementing your individual accommodation needs. In addition, tutoring services are available at the SKILL Centre (Room 119)

Due Dates

Late assignments will be penalized 10% per day. No late assignments will be accepted once the instructor has marked and returned the assignment in question (unless there are extenuating circumstances such as illness or death in the family).

Assignments

All assignments must be submitted in hard copy and retained in electronic format in students' files. I highly recommend that students purchase a flash drive in order to store course assignments in easily accessible format. Participation on Moodle is a required component of the course. Please pay careful attention to the information on Academic Misconduct and Discipline for behavior such as cheating and plagiarism. The penalty for such behaviour is a zero on the assignment and no opportunity to resubmit the assignment.

Teaching and Learning Methodologies

A wide variety of teaching and learning methodologies are used to appeal to a broad range of learning styles such as Visual, Auditory, Read/Write, Kinesthetic/Tactile, and Multimodal learners. Lectures, PowerPoints, videos, research and writing projects, team activities, student presentations, social media explorations, career fairs, and field trips are all used in the class.

Important Dates to Remember

Jan 1	New Year Day, College closed.
Jan 6	Winter Semester begins for academic programs.
Jan 10	Last day to add courses for academic programs. Winter semester fees due.
Jan 17	Last day to drop courses for academic programs.
Jan 31	Last day to withdraw from course(s) with a 50% refund.
Feb 17	Family Day, College closed.
Feb 24 – Feb 28	Reading Week, no classes for academic programs.
Mar 7	Last day to withdraw from course(s) without academic penalty.
Apr 17	Last day of classes for students in Certificate, Diploma, and University Programs.
Apr 18	Good Friday, College closed.
Apr 21	Easter Monday, College closed.
Apr 22 – 30	FINAL EXAM PERIOD.

Proposed Schedule

Class Schedule: See the class schedule, topics, and readings as attached.

Please Note:

This course outline may be modified to facilitate unforeseen time constraints.
Date and time allotted to each topic is subject to change.

Tentative Course Schedule

		ASSIGNMENTS
<i>Week 1 - Jan 6 - 10</i>	TOPICS: The Job Search, Resumes, Cover Letters, Interviews, Follow-up READINGS: 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
<i>Week 2 - Jan 13 - 17</i>	TOPICS: The Job Search, Resumes, Cover Letters, Interviews, Follow-up READINGS: 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
<i>Week 3 - Jan 20 - 24</i>	TOPICS: The Job Search, Resumes, Cover Letters, Interviews, Follow-up READINGS: Chapter 10-12, <i>Career Focus Canada</i>	Workbook Chapters 10-12, Career Focus Canada; Online Quizzes 10-12, Companion Website
<i>Week 4 - Jan 27 - 31</i>	TOPICS: The Job Search, Resumes, Cover Letters, Interviews, Follow-up READINGS: <i>Handouts</i>	Networking; Thank you cards Interview Roll Play
<i>Week 5 - Feb 3 - 7</i>	TOPICS: The Job Search, Resumes, Cover Letters, Interviews, Follow-up READINGS: <i>Handouts</i>	Elevator Speech; Career Fair Attendance
<i>Week 6 - Feb 10 - 14</i>	TOPICS: Revising, Editing, and Proofreading; Building Effective Paragraphs; Writing Effective Sentences; Structuring Phrases and Clauses READINGS: Chapters 7.1-7.4, <i>Communicating in the Workplace</i>	Workbook Chapter 7.1-7.4, Communicating in the Workplace Letter revising and editing
<i>Week 7 - Feb 17 - 21</i>	TOPICS: Using Words Effectively; Mastering Spelling Techniques READINGS: Chapters 7.5-7.6, <i>Communicating in the Workplace</i>	Workbook Chapter 7.5-7.6, Communicating in the Workplace Chapter Assignment
<i>Week 8 - Feb 24 - 28</i>	<i>Reading Week: No Classes</i>	
<i>Week 9 - Mar 3 - 7</i>	TOPICS: Planning Business Correspondence; Writing Emails and Memos READINGS: Chapters 8.1-8.2, <i>Communicating in the Workplace</i>	Workbook Chapter 8.1-8.2, Communicating in the Workplace Chapter Assignment
<i>Week 10 - Mar 10 - 14</i>	TOPICS: Business Letters Parts and Formats; Informing and Requesting; Responding to Requests; Persuasive Communications READINGS: Chapters 9.1-9.4, <i>Communicating in the Workplace</i>	Workbook Chapter 9.1-9.4, Communicating in the Workplace
<i>Week 11 - Mar 17 - 21</i>	TOPICS: Public Relations Letters; Social-Business Communications; Form Letters and Templates READINGS: Chapters 9.5-9.7, <i>Communicating in the Workplace</i>	Workbook Chapter 9.5-9.7, Communicating in the Workplace Chapter Assignment
<i>Week 12 - Mar 24 - 28</i>	TOPICS: Customer Service; Communicating Effectively with Customers READINGS: Chapters 11.1-11.2, <i>Communicating in the Workplace</i>	Workbook Chapter 11.1-11.2, Communicating in the Workplace Chapter Assignment
<i>Week 13 - Mar 31 - Apr 4</i>	TOPICS: Basics of Oral Communication; Nonverbal Communication and Speech Qualities; Improving Listening Skills; Communicating in Meetings; Making Presentations READINGS: Chapters 2.1-2.5, <i>Communicating in the Workplace</i>	Workbook Chapter 2.1-2.5, Communicating in the Workplace
<i>Week 14 - Apr 7 - 11</i>	TOPICS: Oral Presentations	Oral Presentations
<i>Week 15 - Apr 14 - 18</i>	TOPICS: Oral Presentations; Final Exam Preparation	Oral Presentations
<i>Week 16 - Apr 22 - 30</i>	FINAL EXAMINATION PERIOD	