

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

Amani Edwards

Office location: S111E

Phone number: 780-791-8956

amani.edwards@keyano.ca**Office Hours**

| | |
|-----------|-------------------------|
| Monday | 5:00 p.m. – 5:50 p.m. |
| Tuesday | 3:00 p.m. – 3:50 p.m. |
| Wednesday | 10:00 a.m. – 10:50 a.m. |
| Thursday | 3:00 p.m. – 3:50 p.m. |
| Friday | 12:00 p.m. – 12:50 p.m. |

Hours of Instruction

| | | |
|-----------|------------------------|-----------|
| Wednesday | 1:00 p.m. – 2:50 p.m. | Room S107 |
| Friday | 9:00 a.m. – 11:50 a.m. | Room S107 |

Required Resources

College English and Business Communication – 10th edition. Sue Camp, Marilyn Satterwhite. McGraw-Hill Education ISBN: 0073397121

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:

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% |

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

Grading System

The minimum standard for progression is 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 |
| | Progression 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 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. 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

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre and Wellness Services, work together to support student success at Keyano College.

Accessibility Services (CC167) supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934

Skill Centre (CC119) provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 9:00 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

Wellness Services (CC260) offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.

Proposed Schedule of Topics

Please Note:

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

| OA 122 - Business Communications II | | |
|--|---|--|
| Tentative Schedule | | |
| Date | Wednesday (2 hours) | Friday (3 hours) |
| Week 1 Jan 7 – 11 | Course Outline & Agenda Review Career Focus Assign Career Focus Chapter 1 | Career Focus Chapter 2 Career Focus Chapter 3 Career Focus Chapter 4 |
| Week 2 Jan 14 – 18 | Career Focus Chapter 5 Career Focus Chapter 6 Career Focus Chapter 7 | Interview Roll Plays Career Focus Chapter 8 Career Focus Chapter 9 |
| Week 3 Jan 21 – 25 | Career Focus Chapter 10 Career Focus Chapter 11 Career Focus Chapter 12 Elevator Speech Assign | Career Focus Workbook Due Career Focus Assignments Due Interview Roll Plays |
| Week 4 Jan 28 – Feb 1 | Elevator Speeches Chapter 8.1 Chapter 8.1 HW | Chapter 8.2 to 8.6 Chapter 8.2 to 8.6 HW |
| Week 5 Feb 4 – 8 | Chapter 8 Assignment Due Chapter 8 Homework Due | Chapter 8 Quiz Chapter 9.1 to 9.3 Chapter 9.1 to 9.3 HW |
| Week 6 Feb 11 – 15 | Chapter 9.4 to 9.5 Chapter 9.4 to 9.5 HW Chapter 9 Homework Due Chapter 9 Assignment Due | Chapter 9 Quiz Chapter 10.1 to 10.3 Chapter 10.1 to 10.3 HW |
| Week 7 Feb 18 – 22 | Reading Week – No Classes | |
| Week 8 Feb 25 – Mar 1 | Chapter 10.4 to 10.5 Chapter 10.4 to 10.5 HW Chapter 10 Homework Due Chapter 10 Assignment Due | Chapter 10 Quiz Chapter 11.1 to 11.3 Chapter 11.1 to 11.3 HW |
| Week 9 Mar 4 – 8 | Chapter 11.4 to 11.5 Chapter 11.4 to 11.5 HW Chapter 11 Homework Due Chapter 11 Assignment Due | Chapter 11 Quiz Chapter 12.1 to 12.4 Chapter 12.1 to 12.4 HW |
| Week 10 Mar 11 – 15 | Chapter 12 Homework Due Chapter 12 Assignment Due | Chapter 12 Quiz Chapter 13.1 to 13.4 Chapter 13.1 to 13.4 HW |
| Week 11 Mar 18 – 23 | Chapter 13 Homework Due Chapter 13 Assignment Due | Chapter 13 Quiz Chapter 14.1 to 14.4 Chapter 14.1 to 14.4 HW |
| Week 12 Mar 25 – 29 | Chapter 14 Homework Due Chapter 14 Assignment Due Oral Presentation Preparation | Chapter 14 Quiz Oral Presentation Preparation |
| Week 13 Apr 1 – 5 | Oral Presentation Preparation | Oral Presentations |
| Week 14 Apr 8 – 12 | Oral Presentations | Final Exam Review |
| | FINAL EXAM WEEK | |