Grande Prairie Regional College

School of Business

Department: Business Administration and Commerce

COURSE OUTLINE – FALL 2008

BA 1010 3(3-1-0) – Business Communications I

Instructor	Carolyn Vasileiou	**Phone**	539-2221 (office)
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Office Hours	Tuesday & Thursday 1:00 – 2:30 pm or by appointment		

Required Text/Resource Materials:

Norton, S., Green, B., (2008)   The Bare Essentials; Form B, Sixth Edition. Toronto. Thomson Nelson.

[Note: This is a workbook. Do not buy a copy at the Used Book Sale.]

Faigley, L. (2007). The Little Penguin Handbook. New York. Pearson Longman.

Description:

This course focuses on principles of effective business communication, both written and spoken. Specific topics include the writing process, improving grammar, writing a research paper, documenting with APA style, and preparing for public speaking. Revision and the editing process will be emphasized throughout the course.

Credit/Contact Hours:

This course consists of three hours of instructional time each week plus a weekly one hour lab.

Delivery Mode(s):

The course work in BA 1010 will include lectures, class discussions, group work, online practice exercises, in-class exercises, and individual student presentations, both written and oral.

Objectives:

The primary objective of BA 1010 is to improve communication skills (writing and speaking) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling and punctuation in writing;
- Plan, organize, and compose written messages in a variety of formats;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, execute and evaluate an effective oral presentation.

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs (e.g. AU, U of Lethbridge, etc.). Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

Grading Criteria:

Written Assignments:		50%
Biography	10%	
Assignments/Workbook	20%	
Research Paper	20%	
In-Class Tests/Quizzes		20%
Interview with Instructor		5%
Oral Presentation		15%
Final Exam		10%
Total		100%

Assignments for non-graded credit: A number of learning activities will be assigned on a credit basis. These must be completed and submitted to receive a grade in the course.

Note: In order to pass BA 1010:
1. ALL assignments and non-graded, assigned work must be completed.
2. Your grade on the Final Exam cannot be lower than 40%.

Grades will be assigned on the Letter Grading System.

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Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A$^+$	4	95 – 100	EXCELLENT
A	4	90 – 94	
A$^-$	3.7	85 – 89	FIRST CLASS STANDING
B$^+$	3.3	80 – 84	
B	3	76 – 79	GOOD
B$^-$	2.7	72 – 75	
C$^+$	2.3	68 – 71	SATISFACTORY
C	2	64 – 67	
C$^-$	1.7	60 – 63	
D$^+$	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Policies:

- Writing is a process. Some writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.

- All assignments must be word-processed or typewritten.
  Save computer drafts of each written assignment as a separate computer file. For each assignment, students are required to submit the final, revised work as well as

the draft(s). It is particularly important to save a copy of any written work handed in for credit or grading.

- Assignments are due on the dates set by the instructor. If there is a VALID reason for an extension, it must be requested PRIOR to the due date. Unauthorized late assignments will have a 10% per day late penalty applied to the assigned grade.

- Regular attendance is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

Exams:

- If a student is unable to attend an in –class test or quiz, the instructor must be advised BEFORE the test/quiz is administered. Voice mail or e-mail notification is fine. The test/quiz will be rescheduled.

- Failure to notify the instructor of such an absence will result in a grade of 0.

Handing in assignments:

- It is expected that assignments will be handed in during the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

    1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.

    2. When the assignment is completed, keep a digital or hard copy of it.

    3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.

    4. Confirm with the instructor the receipt of the assignment.

Course Schedule/Timeline:

Week	Topic	Required Reading
September 4 & 5	Course outline, Spelling	Chapter 1
September 8 - 12	Instructor Interviews	
September 15 - 26	Spelling	Chapters 2 - 5
September 29 – October 10	Sentence Structure	Chapters 6 - 11
October 14 - 24	Writing a College Paper	Chapters 23 - 25
October 27 – November 14	Student Presentations	Instructor Handouts
November 17 - 21	Writing a College Paper	Chapters 26 - 27
November 24 – December 8	Grammar & Punctuation	Chapters 12 - 22

Please note that dates are approximate and may be changed by the instructor to meet the needs of the class.

Examinations:

A number of quizzes will take place during class times and a final exam will be scheduled by the Registrar during the period of December10 – 19, 2008. **DO NOT PLAN MAJOR ACTIVITIES DURING THE EXAM PERIOD.**

Statement on Plagiarism:

Plagiarism will not be tolerated. Please ensure you read and understand the College policy on plagiarism as published in the Calendar. If you have any questions as to whether or not you might be violating this policy, please discuss this with your instructor before you submit your assignment. The instructor reserves the right to use electronic plagiarism detection services.