



Department of Business and Commerce

COURSE OUTLINE – Winter 2011
BA 1010 Business Communications I
3 (3-1-0) 60 Hours

INSTRUCTOR: Doris AL-Asadi **PHONE:** 780-539-2228

OFFICE: E401 Station 12 **E-MAIL:** dalasadi@gprc.ab.ca

OFFICE HOURS: Mondays & Wednesdays: 10:30 – 11:30 am
or by appointment

PREREQUISITE(S)/COREQUISITE: None

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.

CALENDAR DESCRIPTION:

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

CREDIT/CONTACT HOURS:

3 credits/ 4 hours; consists of three hours of instructional time each week plus a weekly one-hour lab.

DELIVERY MODE(S): Lecture and writing workshop.

OBJECTIVES:

The objective of BA1010 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, sentence structure, punctuation in writing;
- Plan, organize, compose written messages in a variety of formats;
- Research, plan, compose, edit, 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. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

GRADING CRITERIA:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

Evaluation:

- Workbook/class participation 20%
- 4 In-class written assignments 10% (2.5% each)
- 3 Quizzes 15% (5% each)
- Oral presentation 10%
- Research Paper 25%
- Final Exam 20%

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.

STUDENT RESPONSIBILITIES:

Assignments and quizzes will sample students' knowledge of the material covered in class and the textbook. Student attendance and completion of assignments and in-class exercises will ensure successful completion of this course. Students may miss learning important concepts if they fail to attend classes. Student participation in class is encouraged as it contributes greatly in the learning process.

Students are expected to conduct themselves appropriately in class. They should aim to behave in ways that add to the learning environment, rather than detracting from it. No personal electronic devices are permitted in class. Specifics will be discussed in class.

Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework. 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. Failure to notify the instructor of an absence will result in a grade of 0.

It is expected that assignments will be handed in at the beginning of 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.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester. At that time, any assignments not picked up will be destroyed in a secure manner.

STATEMENT ON PLAGIARISM AND CHEATING:

All sources used in the preparation of a paper which have been quoted or paraphrased must be referenced. Failure to do so is plagiarism. All papers must be the student's own work. Anything else, whether borrowed, purchased or ghostwritten, is plagiarism. Continual and extensive paraphrasing without quotation marks, even if referenced, is also plagiarism. It has no place whatsoever at any level of college work. Unintentional plagiarism is easy to commit. Some students take massive amounts of notes from research materials and forget to identify those passages they copied or paraphrased. Just remember, it is a simple matter for an instructor to recognize the difference between the writing of an average college history student and that of a published author who spent years researching a topic.

College policy with respect to plagiarism states that: "The College expects intellectual honesty from its students. Intellectual honesty demands that the contribution of others be acknowledged. To do less is to cheat. Intellectual dishonesty undermines the quality of academic activity and accordingly, the College has adopted appropriate penalties for student misconduct with respect to plagiarism and cheating. Penalties are levied according to the degree of the infraction. If you are unsure whether a particular course of action might constitute plagiarism, you are advised to consult with the instructor."

Please refer to pages 49-51 of the College calendar regarding plagiarism, cheating and the resultant penalties. These are serious issues and will be dealt with severely.

COURSE SCHEDULE TIMELINE (tentative and may be changed)

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
January 5 -10	Course outline, simple sentences, levels of language, wordiness, slang	Chapter 1
January 12 - 19	Homonyms, apostrophe, capitals, numbers	Chapter 2 -5
January 24 – 31, Feb 2 - 9	Sentence Structure	Chapters 6 - 11
Feb 14 – March 2	Grammar & Punctuation	Chapters 12 - 22
March 7 – 9	Writing a College Paper	Chapters 23-25
March 14 - 30	Student Presentations	Instructor handouts
April 4 – 11	Writing a college Paper Review for final exam	Chapters 26 - 27

Please note that this schedule is tentative and may be changed