



Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

COURSE OUTLINE

BA 1010 Business Communications I

3 (3-1-0) 60 Hours

Instructor	Cibylla Rakestraw	Phone	Office: 780-539-2873 Cell: 780-512-5129
Office	C205 GP Campus	E-mail	crakestraw@gprc.ab.ca

Virtual Office Hours Business days from noon to 1:00 pm
I will respond to emails and texts within 24 hours.

Required Text/Resource Materials

Norton, S., Green, B. (2014) *The Bare Essentials: Form A*, Eighth Edition. Toronto: Nelson
You may purchase an online version of the text if available.

[Note: Because you will need a new course code to access the online exercises, please do not buy a copy at the Used Book Sale.]

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

BA1010 will have a group class online for one hour each week. This class will be arranged to accommodate student schedules. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

Delivery Mode(s):

Students are expected to participate in the weekly online class discussion. If you are unable to be present online, the session will be recorded for future review. Students will be expected to spend three to six hours weekly completing online exercises provided by the textbook publisher as well as working on the assigned research paper.

Objectives:

The primary 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, spelling, sentence structure and punctuation in writing;
- Plan, organize, and edit written messages in a variety of formats;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, and execute an effective oral presentation.

Transferability:

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

Grading Criteria:

Research Paper	20%
Online exercises	20%
Mid-term exam	10%
Tests/Quizzes	20%
Oral Presentation	10%
Final Exam	20%
Total	100%

Note: In order to pass BA 1010:

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam.

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department
Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4	90 - 100	EXCELLENT
A	4	85 - 89	
A⁻	3.7	80 - 84	FIRST CLASS STANDING
B⁺	3.3	77 - 79	
B	3	73 - 76	GOOD
B⁻	2.7	70 - 72	
C⁺	2.3	67 - 69	SATISFACTORY
C	2	63 - 66	
C⁻	1.7	60 - 62	
D⁺	1.3	55 - 59	MINIMAL PASS
D	1	50 - 54	
F	0	0 - 49	FAIL

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Material Covered</u>	<u>Requirements</u>
Week 1	Course outline, pretest		Complete pre-test, first online session, introductions and technology
Weeks 2 - 4	Words Writing a College Paper	Chapters 1 – 4 & bonus chapter Chapters 22-27	Complete online exercises for Chapters 1 – 4 & bonus chapter. Complete Unit quiz Read Chapters 22 – 24 Submit research paper topic & thesis
Weeks 5 - 6	Sentences Writing a College Paper	Chapters 5 – 10 Chapters 22 - 27 Midterm Exam	Complete online exercises for Chapters 5 – 10 and complete unit quiz. Read chapters 25 – 27 Submit formal outline for research paper. Complete mid-term exam at the end of week 6
Week 7	Reading Week		Work on research paper
Weeks 8 - 10	Grammar Giving a presentation	Chapters 11 – 16 Materials provided by instructor	Complete online exercises for chapters 11 – 16 and complete unit quiz. Complete and submit research paper at the end of week 10. Review materials on giving a presentation
Weeks 11 - 13	Punctuation Giving a presentation	Chapters 17 – 21	Complete online exercises for chapters 17 – 21 and complete unit quiz. Prepare and deliver presentation Final exam to be scheduled during exam period after week 13.

Please note: The above schedule may be revised at the discretion of the instructor based on class requirements.

Course Policies:

All assignments must be word-processed. It is particularly important to save a copy of any written work submitted for credit or grading. Assignments need to be submitted through Moodle.

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 participation is critical to success in BA 1010. Should a student be unable to attend an online class, it is the student's responsibility to go through the session online.

If a student is unable to complete a scheduled 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 usually then be rescheduled for that student. Failure to notify the instructor of an absence will result in a grade of 0.

Examinations:

Four quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled at the end of the semester.

Statement on Plagiarism:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf

**Note: all Academic and Administrative policies are available on the same page.