

GRANDE PRAIRIE REGIONAL COLLEGE
Business Administration

BA 1010 BUSINESS COMMUNICATIONS 1,
3 (3-1-0) 60 Hours
Fall 2004

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Office Hours: 11:30 – 12:30 Tuesday, Thursday, and Friday;
by appointment; or, on a drop-in basis if I am free.

COURSE 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.

REQUIRED TEXTS:

Norton, S., Green, B., and Waldman, N. (2002). *The Bare Essentials Plus (Second Edition)*. Toronto: Nelson.
Boone, L. et al. (1999). *Contemporary Business Communication*. Scarborough: Prentice Hall.

COURSE FORMAT:

BA 1010 consists of four hours of instructional time each week. The course work includes lectures, class discussions, group work, in-class exercises, and individual student presentations, both written and oral.

COURSE 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.

COURSE EVALUATION;

Attendance	10%
Written Assignments: Biography 5% Memo 5% Assignments/Workbook 5% Informal Report 10% Research Paper 25%	50%
In-class Tests/Quizzes	20%
Oral Presentation	10%
Final Exam (scheduled by the Registrar)	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 the instructor to pass the course.

NOTE: In order to pass BA 1010:

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a score of 40% on the Final Exam.

GRADING:

GPRC uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages. (See page 33 in the 2004/05 GPRC Calendar for more information).

PERCENTAGE	ALPHA GRADE	4-POINT EQUIV.
90 – 100%	A+	4.0
85 – 89%	A	4.0
80 – 84%	A-	3.7
76 – 79%	B+	3.3
73 – 75%	B	3.0
70 – 72%	B-	2.7
67 – 69%	C+	2.3
64 – 66%	C	2.0
60 – 63%	C-	1.7
55 – 59%	D+	1.3
50 – 54%	D	1.0
0 – 49%	F	0.0

TRANSFERABILITY:

Upon completion of the Business Administration Diploma, this course transfers under a block transfer agreement toward a Bachelor of Management degree with Athabasca University or the University of Lethbridge. There is also now an articulation agreement with the University College of the Cariboo (Kamloops BC) for recognition on a course-by-course basis towards a Bachelor of Business Administration degree.

COURSE POLICIES:

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

All assignments must be word-processed or typewritten.

Students are required to 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.

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 usually then be written in the next scheduled lesson. Failure to notify the instructor of an absence will result in a grade of 0.

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 receipt of the assignment.

IMPORTANT DATE: - Mark Your Calendar!

The Bankers' Cup Indoor Mini-Golf Tournament will be held on Thursday, November 4 starting at 4:00 p.m. This is the BA Premier Fall Event! Attendance is mandatory and a writing assignment will be generated.