

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1010 BUSINESS COMMUNICATIONS I 3(3-2) FALL 1992

INSTRUCTOR: Bill Corcoran

OFFICE: C-211

OFFICE Monday and Wednesday 8:00 - 9:00 a.m.
HOURS: Tuesday and Thursday 8:15 - 9:15 p.m.
 or by appointment

TELEPHONE: 539-2735

REQUIRED 1. John Thill and Courtland Bovee, Excellence in
TEXTS: Business Communications (New York: McGraw-Hill
 Inc., 1991).

 2. Sarah Norton and Brian Green, The Bare
 Essentials: Form B, 2nd edition, (Toronto:
 Holt, Rinehart and Winston Limited, 1988).

 3. A college-level dictionary of your choice

RECOMMENDED 1. A writer's handbook or style guide
TEXT:

PREREQUISITE: English 30 or 33

COURSE This course focuses on the principles of
DESCRIPTION: effective communications in business, both
 written and spoken. Specific topics include
 business communications theory, strategies for
 effective on-the-job communication, principles of
 business writing, report writing, writing for the
 public, document design, visual aids, non-verbal
 communication, and public speaking. The weekly
 labs will cover grammar and the revision and
 editing process.

BA 1010 BUSINESS COMMUNICATIONS I 3(3-2) FALL 1992**COURSE
OBJECTIVES:**

The primary objective of BA 1010 is to improve communication skills (writing, speaking, listening, reading) in business settings. Upon completion of this course, students will be able to do the following:

1. Apply the correct use of grammar, spelling, and punctuation to business writing and speaking.
2. Understand and apply basic communication theory to business situations.
3. Plan, organize, compose, and format effective business messages.
4. Research, plan, execute, and evaluate an effective oral presentation.
5. Research, plan, compose, and document a formal academic research paper.

**COURSE
FORMAT:**

BA 1010 consists of three hours of classwork and two hours of lab weekly. The classwork will consist of lectures, class discussions, small group work, and individual student presentations.

The labs will run primarily on a workshop basis. Typically, this will include a short lecture followed by individual grammar exercises and tests.

BA 101: CLASS SCHEDULE 1992
Section C

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Sep. 3	-Course outline -Introduction		
Sep. 8,10	-Study skills - reading -Memo format		
Sep. 15,17	-Study skills - test prep. -Basics of communication	<u>E. B. C.</u> Ch. 1	Memo Sep. 17
Sep. 22,24	-Communicating in orgs. -Planning communication -Audience analysis	<u>E. B. C.</u> Ch. 2,3	
Sep. 29 Oct. 1	-Organizing and composing -Study skills - test writing	<u>E. B. C.</u> Ch. 4 <u>Form B.</u> Ch. 20, 22,23,24	
Oct. 6,8	-Quiz -Revising	<u>E. B. C.</u> Ch. 5	Quiz #1 Oct. 6
Oct. 13,15	-Document design -Reports -Memo reports	<u>E. B. C.</u> Ch. 10 p. 246-56 & p. 265-71 & Appendix B	
Oct. 20,22	-Descriptive outlining -Proposals -Letter Reports	<u>E. B. C.</u> Ch. 10 p. 260-3	Memo Rpt -Draft Oct. 20 -Final Oct. 22
Oct. 27,29	-Business research -Library skills		
Nov. 3,5	-Oral communication -Quiz	<u>E. B. C.</u> Ch. 15 p. 411-15	Proposal Nov. 3 Quiz #2 Nov. 5
Nov. 10,12	-Visual Aids -Public Speaking	<u>E. B. C.</u> Ch. 16	Progress Report Nov. 10

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ASSIGNMENTS: The following tests and assignments will determine your final grade:

1. Memo	5x
2. Quiz #1	7.5x
3. Memo Report	7.5x
4. Proposal	7.5x
5. Quiz #2	7.5x
6. Research Paper and Progress Report	15x
7. Speech	15x
8. Grammar labs	15x
9. Final exam	20x

You will receive an assignment booklet containing guidelines, instructions, and due dates for each of these assignments near the beginning of the course.

Assignments are due on the specified date. If you feel that you have a valid reason for an extension, then please request it a minimum of 24 hours in advance. Unauthorized late assignments will not be graded.

You will be expected to complete various reading and writing assignments outside of class time, in addition to the graded course assignments.

GRADING:

Grande Prairie Regional College uses the following nine-point grading scale:

90 - 100x	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1

ATTENDANCE:

Because your participation is important to the success of the course, you are expected to attend ALL classes. If you are unable to attend, please let me know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

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BA 101: CLASS SCHEDULE 1992 (Cont.)
Section C

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Nov. 17, 19	-Public speaking -Speech Evaluation		
Nov. 24, 26	-Student speeches		Speech T. B. A.
Dec. 1, 3	-Final exam preparation		Labs complete Dec. 4
Dec. 8	-Review		Research Paper Dec. 8
Dec. 10-18	-Final exam		Final exam T. B. A.

E. B. C. = Excellence in Business Communications

Form B = The Bare Essentials: Form B

Assignments are to be handed in at the beginning of class on the day that they are due unless an extension has been granted.

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