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**GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE**

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1994

- INSTRUCTOR:** Bill Corcoran
- OFFICE:** C-307
- OFFICE HOURS:** Monday and Wednesday 8:00 - 9:00 a.m.
Tuesday and Thursday 8:15 - 9:15 a.m. or by appointment
- TELEPHONE:** 539-2735
- REQUIRED TEXTS:**
1. Oliu, Walter E., et al. Writing that Works: Effective Communication in Business. 2nd Canadian ed. Scarborough, ON: Nelson, 1994.
 2. Norton, Sarah, and Brian Green. The Bare Essentials: Form B. 3rd ed. Toronto: Harcourt, 1993.
 3. A college-level dictionary of your choice.
- PREREQUISITE:** English 30/33 or equivalent
- COURSE DESCRIPTION:** This course focuses on the principles of effective 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. Grammar and the revision and editing process will be emphasized throughout the course.

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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 effective study skills techniques.
3. Plan, organize, compose, and format a variety of written 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 four hours of instructional time weekly. The classwork will consist of lectures, class discussions, small group work, in-class exercises, and individual student presentations.

GRADING:

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

90 - 100%	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

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

1. Memo 5%
2. Quizzes
3 @ 10% - best 2 to count 20%
3. Informal Report 10%
4. Group Presentation 5%
5. Research Project
 - a) Outline 5%
 - b) Speech 15%
 - c) Research Paper 20%
6. Final Exam 20%

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

Assignments are due at the start of class 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, if accepted, will have a 50% late penalty applied to the assignment grade.

All hand-in assignments must be typewritten or word processed.

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

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.