

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1995
Section A & B

INSTRUCTOR: Bill Corcoran

OFFICE: C-307

OFFICE HOURS: Monday to Thursday 8:30 - 9:30 a.m.
or by appointment

TELEPHONE: 539-2735
(leave a message if I'm not in)

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

TEXT USAGE: Both required texts will be used extensively in this course. Writing that Works contains material about business formats, writing and speaking fundamentals, and grammar. Form B is a grammar exercise book.

Please note that Writing that Works will also be used in BA 1020.

PREREQUISITE: English 30/33 or equivalent

COURSE DESCRIPTION: This course focuses on the principles of 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, you 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. Attendance and Homework 25%
2. Memo Credit
3. Quizzes
 3 @ 10% - best 2 to count 20%
4. Informal Report 10%
5. Group Presentation Credit
6. Research Project
 - a) Outline Credit
 - b) Speech 10%
 - c) Research Paper 15%
7. 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.

You must hand in all assignments and complete all required tests to receive a passing grade. In addition, you must receive a grade of CREDIT on the Memo, the Group Presentation, and the Outline. If you do not meet these requirements, you will be assigned a grade of INCOMPLETE.

Assignments are expected to be handed in at the start of class on the day that they are due. However, to allow for last second revisions, computer disk problems, etc., assignments will be accepted until 3 p.m. on the due date. Assignments submitted after this time will be considered late.

If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.

Unauthorized late assignments, if accepted, will have a 15% per day 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.

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ATTENDANCE: To get the most out of this course, regular
and attendance and completion of all assigned
HOMEWORK readings and exercises is required. Accordingly,
25 percent of your course grade will be determined
by these two components.

ATTENDANCE WILL BE TAKEN AT EVERY CLASS AND LAB.
In addition, completion of assigned homework and
readings will be checked. For each class you
attend, you will receive 0.5% provided that you
have completed the assigned homework and/or
reading (i.e. 50 classes x 0.5% = 25%.)

As adult students with other responsibilities,
you may encounter situations which prevent you
from attending a scheduled class. If you must
miss a class, please inform me **before** your
absence. Upon your return, please show me that
you have completed the assigned work which you
missed. If this is done, you will be eligible
for the attendance marks for the class(es)
which you missed.

Please note that you are responsible for obtaining
any notes or handouts that you may have missed
due to an absence.

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