

12/76

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1996
Section C

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. Northey, Margot. *Impact: A Guide to Business Communication*. Scarborough, ON: Prentice-Hall, 1993.
 2. Norton, Sarah, and Brian Green. *The Bare Essentials: Form A*. 4th ed. Toronto: Harcourt, 1996.
 3. *The BA 1010 Assignment Manual*. (Available in the Bookstore.)
 4. A college-level dictionary of your choice

TEXT USAGE: *Impact* is the primary course text. It will be used for both the business writing and grammar portions of the course. In addition, *Impact* will be used in BA 1020 - Business Communications II.

Form A is an exercise book which will be used mostly in the grammar portion of the course. *The Assignment Manual* will provide detailed instructions about the course assignments. The dictionary will be used as a reference book.

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.

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1996
Section C

**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

BA 1010: CLASS SCHEDULE 1996
Section C

OCTOBER 29, 30, and 31

Topics: Grammar
 - Other Punctuation
 Research Project
 - Choosing a Subject
 - Outlining
 - Documenting Sources
 - Library Skills

Read: *Form A* - Chapter 20, 21, 22, and 24;
 Documentation Handout

Exercises: *Form A* - Exercise 20.4;
 Form A - Exercises 21.2, 21.5, 21.9, and 21.10;

Due: TEST #2 - October 30

NOVEMBER 5, 6, and 7

Topics: Grammar
 - Return TEST #2
 Research Project
 - Library Skills
 - Writing a Research Paper
 Public Speaking
 - Introduction

Read: *Impact* - pages 164-178

NOVEMBER 12, 13, and 14

Topics: Public Speaking
 - Planning
 - Writing
 - Visual Aids
 - Group Presentations

Read: Speaking Tips Handout

Due: OUTLINE - November 14; GROUP PRESENTATION - T.B.A.

BA 1010: CLASS SCHEDULE 1996
Section C

OCTOBER 15, 16, and 17

- Topics:** Writing
 - Editing Exercise
 Grammar
 - Pronoun Form, Agreement, Person
 - Spelling Spoilers
 - Capital Letters
 - Adverbs and Adjectives
- Read:** *Form A* - Chapters 14, 15, 16, 2, and 3;
 Adverbs and Adjectives Handout
- Exercises:** *Form A* - Exercises 14.2 and 14.4;
 Form A - Exercises 15.6 and 15.8;
 Form A - Exercises 16.4 and 16.8;
 Form A - Exercises 2.2, 2.6, and 2.7;
 Form A - Exercises 3.2, and 3.3;
 Adverb and Adjectives Handout
- Due:** INFORMAL REPORT - Draft, Oct. 15; Final, Oct. 17

OCTOBER 22, 23, and 24

- Topics:** Writing
 - Return Informal Report
 Grammar
 - Apostrophes
 - Commas
 - Colons and Semi-colons
 - Numbers
- Read:** *Form A* - Chapters 4, 17, 18, and 19;
 Numbers Handout
- Exercises:** *Form A* - Exercises 4.3, 4.4, 4.5, 4.8 and 4.9;
 Form A - Exercises 17.2, 17.3, 17.4, 17.7, 17.9 and
 17.10;
 Form A - Exercises 18.5 and 18.9;
 Form A - Exercises 19.2, and 19.3;
 Numbers Handout

BA 1010: CLASS SCHEDULE 1996 Section C

SEPTEMBER 24, 25, and 26

Topics: Grammar
 - Parallel Structure

 Writing
 - Planning (Audience Analysis and PRO)
 - Open, Body, Close
 - Paragraph Structure
 - Copy Elements
 - Return Memo

Read: *Form A* - Chapter 9; *Impact* - Chapter 2;
 Form A - Chapters 22, 23, 25; *Impact* - pages 120-23

Exercises: *Form A* - Exercises 9.3, 9.6, 9.8

Due: MEMO - Tuesday, September 24

OCTOBER 1, 2, and 3

Topics: Writing
 - Effective Sentences
 - Effective Word Choice
 - The Writing Process
 - Revising
 - The Informal Report

Read: *Impact* - Chapters 2, 3 and 8;
 Form A - Chapter 26, 28, 29, and 30

Due: TEST #1 - October 2

OCTOBER 8, 9 and 10

Topics: Grammar
 - Return TEST #1
 - Verb Form
 - Subject-Verb Agreement
 - Verb Tense

Read: *Form A* - Chapters 11, 12, and 13

Exercises: *Form A* - Exercises 11.1 and 11.4;
 Form A - Exercises 12.4, 12.5, 12.6, 12.7, 12.8,

12.9,
a n d
12.16

Form A - Exercises 13.1, and 13.3

BA 1010: CLASS SCHEDULE 1996
Section C

SEPTEMBER 5

- Topics:** Course Outline; Assignment Manual;
 Communication Theory
- Read:** Course Outline; Assignment Manual (skim);
Impact - pages 6-10.

SEPTEMBER 10, 11, and 12

- Topics:** Study Skills
 - Time Management
 - Reading
 - Note Taking
 - Test Preparation
 - Test Writing
- Read:** Handouts (Time Management, Note Taking)
- Exercises:** Time Management Exercise; SQ4R Exercise
- Due:** MARKETING NOTES - Friday, September 13

SEPTEMBER 17, 18, and 19

- Topics:** Writing
 - Memo Format
 Grammar
 - Subjects and Verbs
 - Sentence Fragments
 - IND and DEP Clauses
 - Run ons
 - Faulty Modifiers
- Read:** *Impact* - pages 63-64; *Form A* - Chapters 5,6,7,8
- Exercises:** *Form A* - Exercises 5.2, 5.4, 5.7, 5.8, 5.12, 5.16;
Form A - Exercises 6.5, 6.6, 6.9, 6.13, 6.14;
Form A - Exercises 7.1, 7.6, 7.9;
Form A - Exercises 8.9, 8.10

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1996
Section C

ATTENDANCE: To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 15 percent of the course grade will be determined by attendance.

- **ATTENDANCE WILL BE TAKEN AT EVERY CLASS AND LAB WHICH THE ENTIRE CLASS IS REQUIRED TO ATTEND.**

- The attendance grade will be calculated according to the following formula:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{25 \times \text{Total classes}}$$

EXAMPLE

Joe had 5 unexplained absences out of 52 classes:

$$\text{Attendance Grade} = 1 - \frac{5}{25 \times 52} = 1 - .385 = 61.5\%$$

Therefore, Joe would receive .615 x 15% = 9.2 out of 15 attendance marks

1

- A scheduled class that occurs on the same day as a test in another class will count double for attendance marks (i.e., **do not skip BA 1010 to study for a test in another class.**)

- Attendance also includes coming to class prepared (i.e. assigned homework and reading completed) and coming to class on time.

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, preferably before your absence.** (Call my office, 539-2735). Upon your return, please show me that you have received a copy of the notes you have missed from another student. If both these things are done, you will be eligible for the attendance marks for the class(es) which you have missed.

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1996
Section C

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

1. Attendance	15%
2. Marketing Notes	Credit
3. Memo	Credit
4. Test I	10% *
5. Informal Report	10%
6. Test II	10% *
7. Group Presentation	Credit
8. Test III	10% *
9. Research Project	
a) Outline	5%
b) Speech	10%
c) Research Paper	20%
10. Final Exam	20%

* Best two of three tests to count

NOTE: To pass the course you must

- Complete all assignments and write all tests - Receive CREDIT on both the MARKETING NOTES, MEMO and GROUP PRESENTATION
- Obtain a mark of 40 percent or better on the FINAL EXAM

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.

**BA 1010: CLASS SCHEDULE 1996
Section C**

NOVEMBER 19, 20 and 21

Topics: Research Project
 - Return OUTLINE
 Public Speaking
 - Group Presentations
 - Delivery
 - Practice

NOVEMBER 26, 27 and 28

Topics: Public Speaking
 - Student Speeches

Due: SPEECH - T.B.A.; TEST #3 - November 27

DECEMBER 3, 4 and 5

Topics: Research Paper
 - Editing
 Grammar
 - Return TEST #3
 - Final Exam Preparation

Exercises: Practice Final Exams

Due: RESEARCH PAPER - December 5

DECEMBER 9 to 17

Due: FINAL EXAM - T.B.A.

Impact = Impact: A Guide to Business Communication

Form A = The Bare Essentials: Form A

NOTE: This schedule is tentative. Minor revisions
may be necessary as the semester progresses.

FALL 1996