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GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1010 BUSINESS COMMUNICATIONS I 3(3-1) FALL 1997
Section C

- INSTRUCTOR:** Colleen Holler
- OFFICE:** C-218
- OFFICE HOURS:** Monday, to Thursday
11:00 -12 :00 a.m. or by appointment
- TELEPHONE:** 639-2712 (leave a message if I'm not in)
766-2567 (home)
- 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: Plus*. Toronto: Harcourt Brace, 1997.
 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.

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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, edit, 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	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 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.

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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.

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- 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, 539-2712). 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.