



BA 1010 Business Communications I Winter 2004

Instructor: Cheryl King
GPRC Office: E401-7
Hours: Mondays 5:00 to 5:45 pm

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Classes: Monday evenings 6 - 9:20 pm
January 12 through April 12
NO class: Feb 16

Course Description

BA 1010 focuses on principles of effective communications in Business—both written and spoken. Specific topics include study skills, effectiveness in writing, punctuation & grammar, business writing basics, writing a formal, APA-style research paper, APA style and public speaking. Revision and the editing process will be emphasized throughout the course.

Required Texts

Norton, S., Green, B., Waldman, N. (2002). *The bare essentials plus*. (2nd Edition).
Toronto: Nelson.

Boone, L., Kurtz D. L., Block, J. R., Kilgour, E., Kilgour, L. (1999). *Contemporary business communications*. Scarborough: Prentice Hall.

Course Format & Objectives

BA 1010 consists of three hours of instructional time weekly. Course work will consist of lectures, class discussions, group work, in-class exercises, and individual student presentations.

The primary objective of BA 1010 is to improve oral and written communication skills in business and academic settings. Upon completion of this course, students will be able to:

- Apply the correct use of grammar, spelling & punctuation in written work.
- Understand & apply effective study skills and learning strategies.
- Plan, organize, compose and format a variety of business-style written messages.
- Research, plan, execute and evaluate an effective oral presentation.
- Research, plan, compose, edit, and document a formal academic paper.

Course Evaluation

Class Assignments

25 % mechanics of language: short assignments, two unit exams
33 % shorter written tasks: notes, memos, letters, informal report
17 % speech: introduction + oral presentation
25% formal APA research paper

Final Course Mark:

80% course assignments 20% final examination

To pass BA1010, you must receive at least 40% on the final exam. The course pass grade is 50%

Grading

Grande Prairie Regional College uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages.

<i>Alpha Grade</i>	<i>4-Point Equivalence</i>	<i>Description</i>
A+	4.0	
A	4.0	Excellent
A-	3.7	First Class
B+	3.3	Standing
B	3.0	
B-	2.7	Good
C+	2.3	
C	2.0	
C-	1.7	Satisfactory
D+	1.3	Poor
D	1.0	Minimal Pass
F	0.0	Failure

Transferability: Upon completion of the Business Administration diploma, this course transfers under a block transfer agreement toward a Bachelor of Administration (Post diploma degree) with Athabasca University or a Bachelor of Management degree with the University of Lethbridge. Aboriginal students may block-transfer to University of Lethbridge to complete the BESS program.

Course Policies

Writing:

- Multiple drafts: understanding that writing is a process, most writing assignments will involve multiple drafts and editing to enable students to generate accurate, concise, well-written material.
- All assignment must be word-processed or typewritten.
Save each draft of a written assignment as a separate computer file. On occasion, you will be asked to submit both the final, revised work as well as the draft(s). It is particularly important to save a digital copy of any written work handed in for credit or grading.

Due Dates:

- Assignments are due on the dates set by the instructor.
- Extensions: If you have a VALID reason for an extension, request the extension in writing PRIOR to the due date or start of class in which the assignment is due. *Extensions are limited to 1 week.*
- Unauthorized late assignments will be penalized 2% per day. Submit your assignment by email to cherylking@telus.net (Word document)

Class attendance & success factors:

- Attendance is directly linked to student success and good grades; 100% attendance is expected.
- You are encouraged to partner with a fellow student.
- If you miss a class, it is *your* responsibility to find out what was missed, get the missed material and complete all assigned readings, in-class work, and assigned homework.
- You are encouraged to consult with the instructor when you have questions or problems. This is a collaborative learning venture.

Exams:

- If you must miss an exam, let me know BEFORE the exam is administered. (A message on my voice mail or an Email is fine.) You will write the exam later—usually at the next scheduled class.
- An un-notified absence from an exam will result in a grade of 0.

Procedure for late assignments:

- Write a note or send an email PRIOR to the class/due date to let me know your work is not complete AND set the date you will submit the assignment
- Hand-in options:
 - College mail:* get your assignment date-stamped by the cashier and have it put in my mailbox
 - Email:* to cherylking@telus.net (Word document, only, please.)
- Check that I received the assignment. *NB: please keep either a digital or a hard copy for yourself before handing in the assignment.*

Proposed Schedule of Assignments

January	19	Personal Biography memo	20 marks
	26	Note-taking Assignment; Letter of Invitation	20 marks each
February	2	Library Orientation	
	9	Library Orientation memo	20 marks
	23	Unit Exam: Spelling & Punctuation	50 marks
March	1	Informal Report	100 marks
	8	Memo: proposal for APA paper	credit
	15	Class Visit Report	20 marks
	22	Draft #1 of APA paper	50 marks
	29	Unit Exam: Grammar & Good Writing	50 marks
April	5	Draft #2 of APA paper	100 marks
April	12	Oral Presentations	100 marks
April	TBA	Final Exam	100 marks