



# Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

## COURSE OUTLINE - Fall 2012

### BA 1010 Business Communications I

3 (3-1-0) 60 Hours

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**Office Hours** Mondays & Wednesdays: 10:00 – 11:30 a.m.

*By appointment at other times or on a drop in basis if I'm free.*

#### **Required Text/Resource Materials**

Norton, S., Green, B. (2010) *The Bare Essentials: Form A*, Seventh Edition. Toronto:  
Thomson Nelson

[Note: This is a workbook. Do not buy a copy at the Used Book Sale.]

#### **Description:**

This course focuses on principles of effective business communication, both written and spoken. Specific topics include the writing process, improving grammar, writing a research paper, documenting with APA style, and preparing for public speaking. Revision and the editing process will be emphasized throughout the course.

#### **Credit/Contact Hours:**

BA 1010 consists of three hours of instructional time each week plus a weekly one-hour lab.

#### **Delivery Mode(s):**

The course work includes lectures, class discussions, group work, online practice exercises, in-class exercises, and individual student presentations, both written and oral.

### **Objectives:**

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing
- Plan, organize, and compose written messages in a variety of formats
- Research, plan, compose, edit, and document a formal academic paper
- Research, plan, execute and evaluate an effective oral presentation

### **Transferability:**

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

### **Grading Criteria:**

Research Paper 25%	25%
In-Class Tests/Quizzes	20%
Interview with Instructor	5%
Oral Presentation	15%
Mid-term exam	15%
Final Exam (scheduled by the Registrar)	20%
Total	100%

Assignments for non-graded credit: A number of learning activities will be assigned on a credit basis. These must be completed and submitted to receive a grade in the course.

### **Note: In order to pass BA 1010:**

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam.

Grades will be assigned on the Letter Grading System.

**Business Administration and Commerce Department**  
**Grading Conversion Chart**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>	<b>Designation</b>
<b>A<sup>+</sup></b>	<b>4</b>	<b>95 – 100</b>	<b>EXCELLENT</b>
<b>A</b>	<b>4</b>	<b>90 - 94</b>	
<b>A<sup>-</sup></b>	<b>3.7</b>	<b>85 – 89</b>	<b>FIRST CLASS STANDING</b>
<b>B<sup>+</sup></b>	<b>3.3</b>	<b>80 – 84</b>	
<b>B</b>	<b>3</b>	<b>76 – 79</b>	<b>GOOD</b>
<b>B<sup>-</sup></b>	<b>2.7</b>	<b>72 – 75</b>	
<b>C<sup>+</sup></b>	<b>2.3</b>	<b>67 – 71</b>	<b>SATISFACTORY</b>
<b>C</b>	<b>2</b>	<b>64 – 66</b>	
<b>C<sup>-</sup></b>	<b>1.7</b>	<b>60 – 63</b>	
<b>D<sup>+</sup></b>	<b>1.3</b>	<b>55 – 59</b>	<b>MINIMAL PASS</b>
<b>D</b>	<b>1</b>	<b>50 – 54</b>	
<b>F</b>	<b>0</b>	<b>0 – 49</b>	<b>FAIL</b>

**Course Policies:**

All assignments must be word-processed or typewritten. It is particularly important to save a copy of any written work handed in for credit or grading. Handwritten assignments will not be accepted.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Regular attendance is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.

If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered. Voice mail or e-mail notification is fine. The test/quiz will usually then be written in the testing centre in A205. Failure to notify the instructor of an absence will result in a grade of 0.

It is expected that assignments will be handed in at the beginning of the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.
2. When the assignment is completed, keep a digital or hard copy of it.
3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.
4. Confirm with the instructor the receipt of the assignment.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester. At that time, any assignments not picked up will be destroyed in a secure manner.

**Course Schedule/Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
September 6	Course outline	
September 10 – 14	Words; Instructor Interviews	Chapter 1
September 17 – October 11	Words Writing a College Paper Giving a presentation	Chapters 2 – 5 Chapters 23-26, 28 Instructor handouts
October 15 – November 8	Sentences Writing a College Paper	Chapters 6 – 11 Chapters 23-28 Midterm Exam
November 9 - 22	Grammar Giving a presentation	Chapters 12 - 17
November 26 – December 11	Punctuation Giving a presentation	Chapters 18-22

**Examinations:**

Four quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled in December.

**Statement on Plagiarism:**

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration.policies/\\*\\*](http://www.gprc.ab.ca/about/administration.policies/**)

\*\*Note: all Academic and Administrative policies are available on the same page.