



**DEPARTMENT BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2016**

**BA1010 C2 & D2: Business Communications I – 3 (3-1-0) 60 Hours for 15 Weeks**

**INSTRUCTOR:** Carolyn Vasileiou      **PHONE:** 780-539-2221  
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**OFFICE HOURS:** Tues & Thurs 12:30 – 2pm or by appointment

**CALENDAR DESCRIPTION:**

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

**PREREQUISITE(S)/COREQUISITE:**

None

**REQUIRED TEXT/RESOURCE MATERIALS:**

*The Bare Essentials*, Ninth edition by Norton, Green and Waldman. This new edition consists of two parts: the text and a workbook. In addition, there are online exercises called Mindtap, which require an access code provided with a NEW textbook.

**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.

**COURSE OBJECTIVES:**

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings.

- Students will review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage.
- Students will explore and apply the process of writing an academic research paper.
- Students will explore and demonstrate giving a presentation in front of a group.

**LEARNING OUTCOMES:**

Upon successful completion of the course, students will be able to:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, execute and evaluate an effective oral presentation.

## TRANSFERABILITY:

- Bow Valley College: MGMT 1201 (3)

**\*Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions.

**Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

## EVALUATIONS:

Final Project	35%
Formal Outline	10%
Online Exercises	10%
Tests/Quizzes	25%
Presentation	15%
Participation	5%

**GRADING CRITERIA:** Grades will be assigned on a Letter Grading System using the following chart. Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

Alpha Grade	4-point Equivalent	Percentage Guidelines	Alpha Grade	4-point Equivalent	Percentage Guidelines
A+	4.0	90-100	C+	2.3	67-69
A	4.0	85-89	C	2.0	63-66
A-	3.7	80-84	C-	1.7	60-62
B+	3.3	77-79	D+	1.3	55-59
B	3.0	73-76	D	1.0	50-54
B-	2.7	70-72	F	0.0	00-49

## COURSE SCHEDULE/TENTATIVE TIMELINE:

Week 1	Syllabus & Mindtap Registration	Week 9-10	Grammar
Week 2-3	Words	Week 11	Completing a College Paper
Week 4	Research Process & Thesis	Week 12	Punctuation
Week 5	Formal Outlines	Week 13	Presentations
Week 6-7	Sentence Structure	Week 14-15	Student Presentations
Week 8	APA Referencing		

**(Dates may vary at the discretion of the instructor.)**

## **STUDENT RESPONSIBILITIES:**

All assignments must be word-processed. It is particularly important to save a copy of any written work submitted for credit or grading. Assignments need to be submitted through Moodle.

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 participation is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to go through the information online.

**No rewrites will be given on missed online material. You will have a time frame to complete the online exercises, and if you miss that time frame, you will receive a zero. Regarding in-class quizzes, if you are ill or have a legitimate emergency, the instructor must be notified PRIOR to the test via email or phone message in order that it may be rescheduled. Failure to do so will result in a zero.**

## **STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, 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 <http://www.gprc.ab.ca/about/administration/policies/>

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