



DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2017

BA1010 B2 & C2: Business Communications I – 3 (3-1-0) 60 Hours for 15 Weeks

INSTRUCTOR: Carolyn Vasileiou **PHONE:** 780-539-2221
OFFICE: C201 **E-MAIL:** cvasileiou@gprc.ab.ca
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:

Norton, S., Green, B., Waldman. (2017) *The Bare Essentials with Student Workbook*, Ninth Edition. Toronto: Nelson.

This edition consists of two parts: the text and a workbook. A new workbook is required for the course. You may purchase an online version of the text if available.

CREDIT/CONTACT HOURS:

BA1010 consists of two 80 – minute classes per week plus a weekly one-hour lab. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

DELIVERY MODE(S):

The course work includes lectures, class discussions, group work, 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)
- Concordia University of Edmonton: BUS 2xx (3)
- SAIT Polytechnic: COMN 220 (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.transferralberta.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:

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.

Research Paper	20%
Workbook exercises	20%
Mid-term exam	10%
Tests/Quizzes	20%
Oral Presentation	10%
Final Exam	20%
Total	100%

Four quizzes and a midterm will be scheduled during the semester. The final exam will be scheduled by the registrar's office during the period December 9 - 19, 2017. **Do not** plan to be away during this period. Dates for the midterm, quizzes, and assignments will be announced in class as required during the semester.

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-**. This means **DO NOT GET LESS THAN "C-" IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

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:

<u>Week</u>	<u>Topic</u>	<u>Material Covered</u>	<u>Requirements</u>
Weeks 1- 2	Course outline, pretest, begin module on Words and on Research Paper	Chapters 1 – 4	Complete pre-test, introductions and technology. Read Chapters 1 – 4 and begin workbook exercises for Words module.
Weeks 3 – 6	Words Writing a College Paper Sentences	Chapters 22-27 Chapters 5 - 10	Complete workbook exercises for Chapters 1 – 4 & bonus chapter. Complete Module post-tests on Words & submit research paper topic & thesis and formal outline
Weeks 7 - 10	Grammar Writing a College Paper	Midterm Exam Chapters 11 - 16	Complete mid-term exam at the beginning of week 8. Read chapters and complete workbook exercises for chapters 11 - 16 and complete module post-test. Continue to work on research paper.
Weeks 11 - 15	Punctuation Giving a presentation	Chapters 17 - 21 Materials provided by instructor	Read chapters and complete workbook exercises for chapters 17 – 21 and complete module post-test. Submit research paper at the end of week 13. Give presentation week 14&15.

Final exam	Covers entire course		
------------	----------------------	--	--

Please note: The above schedule may be revised at the discretion of the instructor based on class requirements.

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. The research paper is to be submitted through Moodle, and a hard copy is to be given to the instructor.

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.

Regarding the midterm and 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.