

**GRANDE PRAIRIE REGIONAL COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION
MCLENNAN
COURSE OUTLINE**

BA 1010 - BUSINESS COMMUNICATIONS

- INSTRUCTOR:** Debbie Kalyn (B. Ed.)
Telephone: 624-2115
- LOCATION:** AVC Slave Lake - McLennan
Tuesdays and Thursdays
10:30 a.m. - 12:00 noon
- Labs - Tuesdays and Thursdays
- 2:00 p.m. - 3:00 p.m.
- TEXTS:** Excellence in Business Communications, John V. Thill, Courtland L. Bovee, McGraw-Hill, Inc., 1991.
- The Bare Essentials: Form B, 2nd Edition, Sarah Norton, Brian Green, Holt, Rinehart & Winston of Canada Ltd., 1988.
- PREREQUISITE:** English 30 or 33.
- COURSE DESCRIPTION:** This course focuses on the principles of effective communications in business. Specific topics include business communication theory, planning effective business messages, principles of business writing, visual aids, document design, report writing, non-verbal communication and public speaking.
- The Labs cover English grammar, sentence structure and the revision and editing process.
- COURSE OBJECTIVES:** The primary objective of this course is to improve both spoken and written communication skills. The course may not transform you into a prize - winning author or orator. It will most certainly provide you with the tools to plan, compose, and deliver an effective spoken and/or written message.
- COURSE FORMAT:** BA 1010 consists of 3 hours of classwork and 2 hours of Lab work weekly. The classwork will consist of lectures, class discussions, small group work, and individual student presentations.

BA 1010 - BUSINESS COMMUNICATIONS

Page 2

The Labs will run primarily on a workshop basis. Typically, this will include a short lecture, followed by individual grammar exercises and tests.

GRADING: Course credit will be determined on the following basis:

Mid Term Exam	25%
Final Exam	30%
Communication Assignments	25%
Lab Assignments	15%
Class Participation	<u>5%</u>
	100%

Assignments are due on the specified dates. If for some reason you must request an extension, please request it one class before the due date. Unauthorized late assignments will not be graded.

Each Business Communication student is expected to complete various reading and writing assignments outside of class time, in addition to the graded course requirements. To this end, as a class Project, the Business Communication class will develop a Regional Newsletter which will be distributed to students and staff throughout the Region.

Conversion of percentages to the 9-Point system will be as follows:

90 - 100%	9	
80 - 89%	8	
73 - 79%	7	
66 - 72%	6	
57 - 65%	5	
50 - 56%	4	Pass

45 - 49%	3	Failure
26 - 44%	2	
0 - 25%	1	

******** Your participation is important to the success of this course. You are, therefore, expected to attend all classes. If you must be absent, please let your instructor know ahead of time, if possible. You are responsible for collecting assignments or notes you may have missed during your absence.

FALL 1992