

Grande Prairie Regional College

Business Administration

BA 1010 – Business Communications I, 3(3-1), Fall 2001
Section B2, D2

SEP. 13 2001

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Course Description:

BA 1010 focuses on the principles of effective communication in business – both written and spoken. Specific topics include study skills, effectiveness in writing, grammar, writing the research paper, MLA style, and public speaking. The course also examines informal report writing, visual aids, and non-verbal communication. Revision and the editing process will be emphasized throughout the course.

Required Texts:

Sarah, N. and Green, B. The Bare Essentials Plus. Toronto: Harcourt Brace, 1997.

Boone, L., Kurtz, D., Block, J., Kilgour, E., and Kilgour, L. Contemporary Business Communication. Scarborough: Prentice Hall, 1999.

The Bare Essentials Plus is a workbook that is used extensively throughout the course. Contemporary Business Communication is used for BA 1010 and BA 1020. As such, you will not be required to purchase a text for Business Communications next semester.

The following chapters will be covered under respective topics from both texts:

The Bare Essentials Plus

Punctuation Unit: Chapters 3, 4, 17, 18, 19, 20, 21, 29, 31 (September)
Grammar Unit: Chapters 2, 5, 6, 7, 8, 9, 11, 12, 13, 14, 15, 16, 27 (Oct/early Nov)

Contemporary Business Communication

Informal Report Assignment: Chapter 11, 12, 13
Public Speaking Assignment: Chapter 15
Memo Writing Assignment: Various sections

Course Format:

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

Course Objectives:

The primary objective of BA 1010 is to improve communication skills (writing, speaking, listening, reading) in business settings. Upon completion of this course students will be able to :

- Apply the correct use of grammar, spelling, and punctuation to business writing and speaking.
- Understand and apply effective study skills techniques.
- Plan, organize, compose, and format a variety of written business messages.
- Research, plan, execute, and evaluate an effective oral presentation.
- Research, plan, compose, edit, and document a formal academic research paper.

Course Evaluation:

Class Participation: 10%
Attendance will be taken at each class. In addition, I will monitor your active and constructive contribution to the class' learning. Your participation grade will reflect these two components.

Written Assignments: 35%
descriptive writing (5%), informal report (10%), research paper (20%)

Exams: 30%
Three exams at 10% each

Oral Presentation: 10%

Workbook completion: 5%

Final Exam: 10%

Assignments for credit:
Biography, transition compilation, marketing notes, memo, library research, others as assigned

NOTE: To pass the course you must complete all assignments, receive credit on non-graded, assigned work, and receive a mark of 40% or better on the final exam

Course Policies:

Understanding that writing is a process, most writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.

Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10% per day late penalty applied to the assignment grade.

Students are reminded that plagiarism is a serious breach of academic integrity, and evidence of plagiarism bears serious consequences. Handing in papers written in previous courses constitutes as plagiarism; therefore, this practice should be avoided.

Should you be unable to attend a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework. Missing class does not constitute a valid reason for missed assignments.

All assignments must be word-processed or typewritten.

Regular attendance is critical for success in this class. As such, attendance will be taken at every class. As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. If you must miss a class, it is helpful that you inform me of your absence prior to class. (A message on my voice mail is fine)

If you must miss a quiz, advise me before the quiz is administered. (A message on my voice mail is acceptable notice.) You will then be given an opportunity to write the exam at a later date...usually within a day or two of the missed exam. An unexcused absence from a quiz will result in a grade of 0.

Should you not hand in an assignment in class when it is due, the following procedure should be followed:

- Advise me that your assignment has not been completed; confirm the date you will complete it.
- Deliver the assignment to the cashier's office where it will be placed in my mailbox.
(make yourself a copy for your files before handing in)
- Confirm with me that I have received the assignment.