

SEP. 13 2002

Grande Prairie Regional College
Business Administration
BA 1010 – Business Communications I, 3(3-1), Fall 2002
Section B2

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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, 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:

Norton, S. 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

Fraser, Lisa. Making Your Mark. 5th Edition

The Bare Essentials Plus is a workbook that is used extensively throughout the course. Contemporary Business Communications is used for BA 1010 and BA1020. As such, you will not be required to purchase a text for Business Communications next semester.

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: Chapters 11, 12, 13
Public Speaking Assignment: Chapter 15
Memo Writing Assignments: 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 and 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%

There will be three major written assignments that must be completed in order for you to pass the class.

descriptive writing (5%), informal report (10%), research paper (20%)

Exams: 30%

Three exams worth 10% each

Oral Presentation: 10%

Workbook Assignments: 5%

Final Exam: 10%

NOTE: To pass the course you must complete all assignments and receive a mark of 40% or better on the final exam.

Course Policies:

Understanding that writing is a process, most 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.

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

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

All assignments must be word-processed or typewritten.

Students are reminded that plagiarism is a serious breach of academic integrity, and evidence of plagiarism bears serious consequences.

Regular attendance is critical for the success of this class. As such, attendance will be taken at every class and will have an impact on your class participation mark. As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. If you miss a class, it is helpful that you inform me of your absence prior to class. (A message on my voice mail is fine). You will not be penalized for excused absences with a valid excuse.

Friday lab classes are treated as regular classes. Attendance is not optional!

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.

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

Have a Great Year!