

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
SLAVE LAKE
COURSE OUTLINE
FALL 1992

BA 1010 - BUSINESS COMMUNICATIONS I 3(3-2)

INSTRUCTOR: Lothar Mensch

OFFICE: TBA

OFFICE HOURS: TBA

TELEPHONE: 849-6341

REQUIRED TEXTS:

1. John Thill and Courtland Bovee, Excellence in Business Communications (New York: McGraw Hill Inc., 1991).
2. Sarah Norton and Brian Green, The Bare Essentials: Form B, 2nd edition (Toronto: Holt, Rinehart & Winston Limited, 1988).
3. A college-level dictionary of your choice.

RECOMMENDED TEXT:

1. A writer's handbook or style guide.

PREREQUISITE: English 30 or 33

COURSE DESCRIPTION: This course focuses on the principles of effective communications in business, both written and spoken. Specific topics include business communication theory, strategies for effective on-the-job communication, principles of business writing, report writing, writing for the public, document design, visual aids, non-verbal communications, and public speaking. The weekly labs will cover grammar and the revision and editing process.

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 do the following:

1. Apply the correct use of grammar, spelling, and punctuation to business writing and speaking.
2. Understand and apply basic communication theory to business situations.
3. Plan, organize, compose, and format effective business messages.
4. Research, plan, execute, and evaluate an effective oral presentation.
5. Research, plan, compose, and document a formal academic research paper.

**COURSE
FORMAT:**

BA 1010 consists of three hours of classwork and two hours of lab weekly. The classwork will consist of lectures, class discussions, small group work, and individual student presentations.

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

ASSIGNMENTS:

The following tests and assignments will determine your final grade:

1.	Memo	5%
2.	Quiz #1	7.5%
3.	Memo Report	7.5%
4.	Proposal	7.5%
5.	Quiz #2	7.5%
6.	Research Paper and Progress Report	15%
7.	Speech	15%
8.	Grammar labs	15%
9.	Final exam	20%

You will receive an assignment booklet containing guidelines, instructions, and due dates for each of these assignments near the beginning of the course.

BA 1010: CLASS SCHEDULE 1992

<u>DATE</u>	<u>TOPIC(S)</u>	<u>READING</u>	<u>ASSIGNMENT DUE</u>
Week of Sept. 7	- Course Outline - Introduction - Study Skills - reading - Memo format		
w/o Sept. 14	- Study Skills - test prep. - Basics of communications	<u>E.B.C.</u> Ch. 1	Memo w/o Sept. 21
w/o Sept. 21	- Communicating in orgs. - Planning communication - Audience analysis	<u>E.B.C.</u> Ch. 2, 3	
w/o Sept. 28	- Organizing and composing - Study Skills - test writing	<u>E.B.C.</u> Ch. 4 <u>Form B</u> Ch. 20, 22, 23, 24	
w/o Oct. 5	- Quiz - Revising	<u>E.B.C.</u> Ch. 5	Quiz #1 w/o Oct. 5
w/o Oct. 12	- Document design - Reports	<u>E.B.C.</u> Ch. 10 p. 246-256 & p. 265-271 & Appendix B	
w/o Oct. 19	- Descriptive outlining - Proposals - Letter Reports	<u>E.B.C.</u> Ch. 10 p. 260-263	Memo Rpt. - Draft w/o Oct. 19 - Final w/o Oct. 26
w/o Oct. 26	- Business Research - Library Skills		
w/o Nov. 2	- Oral Communication - Quiz	<u>E.B.C.</u> Ch. 15 p. 411-415	Proposal w/o Nov. 2 Quiz #2 w/o Nov. 2

Assignments are due on the specified date. If you feel that you have a valid reason for an extension, then please request it a minimum of 24 hours in advance. Unauthorized late assignments will not be graded.

You will be expected to complete various reading and writing assignments outside of class time, in addition to the graded course assignments.

GRADING:

Grande Prairie Regional College uses the following nine-point grading scale:

90 - 100%	9
80 - 89%	8
72 - 79%	7
65 - 71%	6
57 - 64%	5
50 - 56%	4
45 - 49%	3
26 - 44%	2
0 - 25	1

ATTENDANCE:

Because your participation is important to the success of the course, you are expected to attend ALL classes. If you are unable to attend, please let me know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

<u>DATE</u>	<u>TOPIC(S)</u>	<u>READING</u>	<u>ASSIGNMENT DUE</u>
w/o Nov. 9	- Visual Aids - Public Speaking	<u>E.B.C.</u> Ch. 16	Progress Report w/o Nov. 9
w/o Nov. 16	- Public Speaking - Speech Evaluation		
w/o Nov. 23	- Student speeches		Speech - TBA
w/o Nov. 30	- Final Exam preparation		Labs complete w/o Nov. 30
w/o Dec. 7	- Review		Research Paper w/o Dec. 7
w/o Dec. 14	- Final Exam		Final exam TBA

E.B.C. = Excellence in Business Communications

Form B = The Bare Essentials: Form B

Assignments are to be in at the beginning of class on the day that they are due unless an extension has been granted.