

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1010 BUSINESS COMMUNICATIONS I - FALL 1993

INSTRUCTOR: Lothar Mensch

OFFICE: TBA

OFFICE HOURS: TBA

TELEPHONE: 849-5690

REQUIRED TEXTS:

1. John Thill and Courtland Bovee, Excellence In Business Communications (New York: McGraw-Hill Inc., 1993).
2. Sarah Norton and Brian Green, The Bare Essentials: Form B, 2nd edition (Toronto: Holt, Rhinehart, and 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: 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 communication, and public speaking. The weekly labs will cover grammar and the revision and editing process.

BA 1010 BUSINESS COMMUNICATIONS I - FALL 1993**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 one and a half 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.

BA 1010: CLASS SCHEDULE 1993

DATE	TOPIC(S)	READING	ASSGNMENT DUE
week of Sept. 5.	-Course outline -Introduction		
w/o Sept. 12.	-Basics of communication -Study skills -Reading skills	<u>E.B.C.</u> Ch. 1 Handouts	
w/o Sept. 19.	-Listening skills -Writing skills -Memo format -Communicating in Orgs.	Handouts <u>E.B.C.</u> p. 62 Ch. 2,3	
w/o Sept. 26.	-Planning communication -Audience analysis -Organizing and composing -Test writing skills	<u>E.B.C.</u> Ch. 2,3,4 <u>Form B</u> Ch. 20,22, 23,24	Memo due Sept. 2
w/o Oct. 3.	-Quiz -Revising -Case study	<u>E.B.C.</u> Ch. 5	Quiz #1 Oct. 5
w/o Oct. 10.	-Document design -Reports - Memo reports	<u>E.B.C.</u> Ch. 10 p.246-256 & p. 265-271 & Appendix B	
w/o Oct. 17.	-Descriptive outlining -Proposals -Letter reports	<u>E.B.C.</u> Ch. 10 p.260-263	Memo report -Draft - Oct. 19 -Final - Oct. 26
w/o Oct. 24.	-Business research -Library skills		
w/o Oct. 31.	-Oral communication -Quiz	<u>E.B.C.</u> Ch. 15 p.411-415	Proposal Nov. 2 Quiz Nov. 4
w/o Nov. 7.	-Visual aids -Public speaking	<u>E.B.C.</u> Ch. 15	Progress Report Nov. 9
w/o Nov. 14.	-Public Speaking -Speech evaluation		Student Speeches
w/o Nov. 21.	-Public Speaking -Speech evaluation		Student Speeches

BA 1010 BUSINESS COMMUNICATIONS I FALL 1993

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%

Further information on each assignment will be given on the dates that they are assigned.

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. Deductions in marks may be made for authorized late assignments.

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 the instructor know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

BA 1010: CLASS SCHEDULE 1993

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
w/o Nov. 28	-Final Exam preparation		Labs complete Dec. 1
w/o Dec. 5.	- Review		Research Paper Due Dec. 7
w/o Dec. 12.	-Final Exam		T.B.A.

E.B.C. = Excellence in Business Communications

Form B = The Bare Essentials: Form B

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