

Grande Prairie Regional College  
Business Administration  
Course Outline

**BA 1010 Business Communications I 3(3-1)**  
**Section FST**  
**Winter 1998**

**Instructor:** Michele Bossaer

**Office:** D214  
**Office Hours:** Friday 11:00-12:00 p.m.  
Or By Appointment

**Telephone:** (403) 532-4944 (Work)  
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**Course Description:**

This course focuses on the principles of effective communications in business - both written and spoken. Specific topics include business communications theory, strategies for effective on-the-job communication, principles of business writing, report writing, and writing for the public, document design, visual aids, non-verbal communication, and public speaking. Grammar and the revision and editing process will be emphasize throughout the course.

**Required Texts:**

1. Northey, Margot. *Impact: A Guide to Business Communication*. Scarborough, ON: Prentice-Hall, 1998
2. Norton, Sarah, and Brian Green. *The Bare Essentials*. Toronto: Harcourt Brace, 1996
3. A college-level dictionary of your choice

**Prerequisite:** English 30/33 or equivalent

**Text Usage:** *Impact* is the primary course text. It will be used for both the business writing and grammar portions of the course. In addition, *Impact* will be used in BA 1020 - Business Communication II.

Form A is an exercise book which will be used mostly in the grammar position of the course. The dictionary will be used as a reference book.

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**Assignments:**

The following tests and assignments will determine your final grade:

1. Attendance.....	15%
2. Marketing Notes.....	Credit
3. Memo.....	Credit
4. Test I.....	10%*
5. Informal Report.....	10%
6. Test II.....	10%*
7. Group Presentation.....	Credit
8. Test III.....	10%*
9. Research Project	
a) Outline.....	5%
b) Speech.....	10%
c) Research Paper.....	20%
10. Final Exam.....	20%

\* Best two of three tests to count

**NOTE:** To pass the course you must:

- ✓ Complete all assignments and write all tests
- ✓ Receive credit on both the **Marketing Notes, Memo, and Group Presentation**
- ✓ Obtain a mark of **40% or better on the Final Exam**

Assignments are due at the **start** of class on the day it is due. Assignments submitted after this time will be considered late. If you feel you have a **valid** reason for an extension beyond the due date, please request the extension at least 24 hours in advance.

Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.

All hand-in assignments must be typewritten or word processed.

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

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***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, you 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 effective study skills techniques.
3. Plan, organize, compose and format a variety of written business messages.
4. Research, plan, execute, and evaluate an effective oral presentation.
5. Research, plan, compose, edit and document a formal academic research paper.

***Course Format:***

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

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

100 - 90%	.....	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

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**Attendance:** To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 15 percent of the course grade will be determined by attendance.

**ATTENDANCE WILL BE TAKEN AT EVERY CLASS AND LAB WHICH THE ENTIRE CLASS IS REQUIRED TO ATTEND.**

The attendance grade will be calculated according to the following formula.

$$\text{Attendance Grade} = \frac{1 - \text{Unexplained Absences}}{.25 \times \text{Total Classes}}$$

Joe has 5 unexplained absences out of 52 classes

$$\text{Attendance Grade} = \frac{1 - 5}{.25 \times 52} = 1 - .385 = 61.5\%$$

Therefore, Joe would receive  $.615 \times 15\% = 9.2$  out 15 attendance marks.

A scheduled class that occurs on the same day as a test in another class will count double for attendance marks. (i.e., do not skip BA 1010 to study for a test in another class.)

Attendance also includes coming to class prepared (i.e. assigned homework and reading completed) and coming to class on time.

As adults students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. **If you miss a class, please inform me, preferably before your absence.** Upon your return, please show me that you received a copy of the notes you have missed from another student. If both of these things are done, you will be eligible for the attendance marks for the class(es) which you have missed.