



Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

COURSE OUTLINE - Fall 2013

BA 1010 Business Communications I

3 (3-1-0) 60 Hours

Instructor Natasha Collins
E-mail ncollins@gprc.ab.ca
Office By Appointment
Hours

Required Text/Resource Materials:

Norton, S., Green, B. (2010) *The Bare Essentials: Form A*, Seventh Edition. Toronto: Thomson Nelson

[Note: This is a workbook. Do not buy a copy at the Used Book Sale.]

Description:

This course focuses on principles of effective business communication, both written and spoken. Specific topics include the writing process, improving grammar, writing a research paper, documenting with APA style, and preparing for public speaking. Revision and the editing process will be emphasized throughout the course.

Credit/Contact Hours:

BA1010 consists of three hours of instructional time each week plus a weekly one-hour lab.

Delivery Mode(s):

The course work includes lectures, class discussions, group work, online practice exercises, in-class exercises, and individual student presentations, both written and oral.

Objectives:

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing;
- Plan, organize, and compose written messages in a variety of formats;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, execute and evaluate an effective oral presentation.

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

Grading Criteria:

Written Assignments: <ul style="list-style-type: none"> • Outline: 5% • Research Paper 20% 	25%
Quizzes	15%
Interview with Instructor	5%
Oral Presentation	15%
Mid-Term	15%
Final Exam (scheduled by the Registrar)	25%
Total	100%

Note: In order to pass BA 1010:

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam.

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department**Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A ⁺	4	90 – 100	EXCELLENT
A	4	85 – 89	
A ⁻	3.7	80 – 84	FIRST CLASS STANDING
B ⁺	3.3	76 – 79	
B	3	73 – 75	GOOD
B ⁻	2.7	70 – 72	
C ⁺	2.3	67 – 69	SATISFACTORY
C	2	64 – 66	
C ⁻	1.7	60 – 63	
D ⁺	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Course Policies:

Assignments are due on the dates set by the instructor. It is expected that assignments will be handed in at the beginning of the lesson. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Regular attendance is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.

If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered, e-mail notification is fine. If there is a valid reason for missing the test, the weight of that test will be added to the total of your final. Failure to notify the instructor of an absence will result in a grade of 0.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester. At that time, any assignments not picked up will be destroyed in a secure manner.

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
September 5	Course outline	
September 9 - 13	Instructor Interviews	
September 16-27	Writing a College Paper	Chapters 23-26
September 29 – October 11	Words	Chapters 1 - 5
October 14 - 25	Writing a college Paper	Chapters 27
October 28 – November 5	Sentence Structure	Chapters 6 - 11
November 7	Mid-Term	
November 12 – November 26	Student Presentations	Instructor handouts
November 28 - December 6	Grammar & Punctuation	Chapters 12 - 22
December 10	Review	

Examinations:

A number of quizzes will take place during class times and a final exam will be scheduled in December.

Statement on Plagiarism:

The instructor reserves the right to use electronic plagiarism detection services.

Business Communications I
Research Paper using APA Style
Assignment and Grading Criteria

This assignment is your opportunity to build skills in research and academic writing. These skills will be of great benefit in both your academic and business careers.

You will prepare a formal paper on a topic of your choice. The paper will be 7 to 10 pages in length. You will draw information from at least 5 different sources. (e.g. 2 journal articles, 1 magazine article, and 2 books). You may only use the Internet for one source. You will use APA style for referencing your sources. This paper is worth 25% of your final grade in Business Communications I.

You will submit a memo indicating your selected topic by Thursday, September 26th. An outline of your paper is due on Thursday, October 17th.

The final report is due on November 14th.

Grading criteria for this assignment is as follows:

1. Outline	20%
2. Title page	5%
3. Organization	10%
– effectiveness of introduction, body and conclusion, clear and logical flow	10%
4. Use of sub-headings	5%
5. Word usage, punctuation, grammar and sentence structure	20%
6. Content/length	20%
– presence of a clear, controlled idea. Adequate length.	
7. APA Style correctly handled	<u>20%</u>
	100%