

Grande Prairie Regional College
Department of Business Administration
BA 1010 ~ Sections A2 and C2

SEP. 13 2001

Business Communications

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Office Hours: Mondays, 1pm-3pm and by appointment

REQUIRED TEXTS

- Boone, L., Kurtz, D., Block, J., Kilgour, E., & Kilgour, L. (1999). Contemporary business communication. Scarborough: Prentice- Hall. ISBN: 0-13-778192-X
- Fraser, L. (1996). Making your mark (5th ed.). Port Perry, ON: Maracle Press. ISBN: 0-9696427-6-8
- Norton, S., & Green, B. (1997). The bare essentials plus. Toronto: Harcourt Brace. ISBN: 0-7747-3554-6
- A good English dictionary such as the Oxford English Dictionary or Collins Co- Build.

COURSE DESCRIPTION AND FORMAT

BA 1010 is designed to help students improve their written and oral communication skills. Through the study of grammar, mechanics and syntax and through the process of writing and orally presenting their work, students will become effective communicators.

The course comprises four hours of weekly instructional time presented via lectures, class discussions, small group work, in- class exercises, and individual student presentations.

COURSE OBJECTIVES

The primary objective of BA 1010 is to assist students in improving their communication skills in business settings. Upon completion of this course, students will have gained

- A thorough understanding of the rules of grammar, mechanics and syntax and how these rules are correctly applied to business writing and speaking;
- The ability to use effective study skills techniques;
- The ability to conduct academic research and to correctly document such research through the use of APA formatting;
- A practical understanding of the planning, composing, and editing of a formal academic research paper.

KEY SECTIONS

BA 1010 is divided into four sections:

1. *Grammar, mechanics and syntax*

In this section of the course, students will re-acquaint themselves with the basic structures of English grammar. Following this, they will study syntax, the set of rules that governs the formation of sentences. Mechanics, which includes punctuation, will be the final area of study in this section.

2. *Research and APA documentation*

In the second section of BA 1010, students will develop library and internet research skills. They will also study APA documentation and paraphrasing techniques. Familiarity with APA documentation will help students to avoid plagiarism. Features of this section of the course will include a library tour and an APA workshop.

3. *Writing*

In the writing section of the course, students will have the opportunity to apply what they have learned in the two previous sections. The study of paragraph and essay writing will assist them in the completion of an informal report and a research paper, the key assignments for this part of the course. An emphasis will be placed on the evolution of the students' skills as they plan, draft and edit their work.

4. *Oral presentations*

In the final section of the course, students will learn how to present their written work orally. They will gain familiarity with many critical features of public speaking.

COURSE TIMELINE AND KEY DATES

In an ideal world, each section of BA 1010 would be given exactly the appropriate amount of attention required for the student to properly absorb the material - no more, no less. Unfortunately, I have an unnatural and, perhaps, unhealthy obsession with grammar and, as a consequence, tend to focus an inordinate amount of teaching time on this discipline. If I am able to restrain myself, we should be finished the first section of the course by the beginning of October. We will then invest a week (or two) in library research and APA. Adhering to this time frame will allow ample time for us to focus on writing. The last two weeks of classes will be devoted to preparing and presenting oral work.

Yeah, but when are the tests?

There are three quizzes. These will cover grammar, syntax and mechanics and will be given when I decide you have sufficiently absorbed the material covered. You will be given ample notice as to these dates; don't worry!

Library tour: Tuesday, October 16th

Please be on hand for this tour which will be conducted by library staff and will introduce you to the library's collection and guide you through the information retrieval process.

APA workshop: Thursday, October 18th

Katherine Lane from the Writing Centre will deliver a highly informative workshop on the subject of APA documentation. It is critical that you attend as correct documentation and citation is required for all researched work.

Oral Presentations: November 26th through to December 7th

Final exam: To be scheduled by the Registrar

EVALUATION

1. Attendance: 5%

The attendance grade will be thus calculated:

$$\text{Attendance Grade} = \frac{1 - \text{unexplained absences}}{.75 \times \text{total classes}}$$

2. Written assignments: 35%

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

3. Quizzes: 30%

Three quizzes @ 10% each

4. Oral presentation: 10%

5. Workbook completion and homework assignments: 10%

Your workbook, The bare essentials plus, will be checked three times during the term and must show evidence that assigned exercises have been completed AND corrected. It is a good idea to complete the assignments in blue pen and correct them in red so that the corrections are immediately apparent.

Homework assignments, the first of which you will receive today (!), will almost always be presented to you on a specific assignment sheet so that you know that credit is being earned for the completion of your task.

6. Final exam: 10%

PLEASE NOTE: To receiving a passing grade in this course, students must complete all assignments and receive a mark of 40% or better on the final exam.

COURSE POLICIES

a) Assignments are due on the date set. If, however, you have a valid reason for an extension, please contact me PRIOR to the due date. Unauthorized late assignments will have a 10% per day late penalty applied to their grade.

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

c) Students who miss a class are responsible to acquire the material missed and complete any in- class work and assigned homework. All assignments must be word- processed or typewritten.

d) Attendance is critical for success in this course, therefore, attendance will be taken each class. If you must be unavoidably absent, please inform me prior to class by leaving a

message on my office voice mail.

e) An unexcused absence from a quiz will result in the grade of 0. If you are unable to attend class on a quiz day, please inform me prior to your absence and I will make arrangements for you to write the quiz on a later date.

f) If you are unable to hand in an assignment on the due date, and I have given you an extension, please follow this procedure:

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- Advise me of the date that your assignment will be handed in;
- Place the assignment in an envelope and leave it in the holder on my office door. Assignments which are covertly shoved under the door will be stepped on and generally, albeit accidentally, defaced;
- Confirm with me that I have received the assignment.

GRADING

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

90-100%	9	Markedly superior
80-89%	8	Excellent
72-79%	7	Very good
65-71%	6	Good
57-64%	5	Fair
50-56%	4	Poor
45-49%	3	Failure
26-44%	2	
0-25%	1	