

SEP 13 2000

Grande Prairie Regional College

Business Administration

BA 1010 – Business Communications I, 3(3-1), Fall 2000
Section C2

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Office Hours: 8:30 - 9:30 am Tue./Thur., by appointment, or on a drop-in basis if I'm free.

Course Description:

BA 1010 focuses on the principles of effective communications in business – both written and spoken. Specific topics include study skills, effectiveness in writing, grammar, writing the research paper, MLA style, and public speaking. The course also examines informal report writing, visual aids, and non-verbal communication. Revision and the editing process will be emphasized throughout the course.

Required Texts:

Sarah, N. and Green, B. The Bare Essentials Plus. Toronto: Harcourt Brace, 1997.
Boone, L., Kurtz, D., Block, J., Kilgour, E. and Kilgour, L. Contemporary Business Communication. Scarborough: Prentice Hall, 1999.

The Bare Essentials Plus is a workbook that is used extensively throughout the course. Contemporary Business Communication is used for BA 1010 and BA 1020. As such, you will not be required to purchase a text for Business Communications next semester. The following chapters will be covered under respective topics from both texts:

The Bare Essentials Plus

Punctuation Unit: Chapters 3, 4, 17, 18, 19, 20, 21, 29, 31 (September)
Grammar Unit: Chapters 2, 5, 6, 7, 8, 9, 11, 12, 13, 14, 15, 16, 27 (Oct./early Nov.)

Contemporary Business Communication

Informal Report Assignment: Chapters 11, 12, 13
Public Speaking Assignment: Chapter 15
Memo Writing Assignment: various sections

Course Format:

BA 1010 consists of four hours of instructional time weekly. The course 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:

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	

Course Objectives:

1. 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
 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 Evaluation:

a/ **Attendance - 10%**

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

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

b/ **Written assignments - 35%**

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

c/ **Exams - 30%**

three exams at 10% each

d/ **Speech - 10%**

- e/ **Workbook completion – 5%**
- f/ **Final exam – 10%**
Scheduled by the registrar.
- g/ **Assignments for credit**
Biography, transition compilation, marketing notes, memo, library research, others as assigned

NOTE. To pass the course you must complete all assignments, receive credit on non-graded, assigned work, and receive a mark of 40 per cent or better on the final exam.

Transferability:

Upon completion of the Business Administration diploma, this course transfers under a block transfer agreement toward a Bachelor of Administration (post diploma degree) with Athabasca University or a Bachelor of Management Degree with the University of Lethbridge. Aboriginal students are able to block-transfer to the University of Lethbridge to complete the Business Enterprises and Self-governing Systems of Indian, Inuit and Metis Peoples (BESS) program.

Course Policies:

Understanding that writing is a process, most writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.

Assignments are due on the dates set by the instructor. If you feel you have a valid reason for an extension, please request the extension prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assignment grade. (NOTE: The last day I will accept assignments this semester is December 1.)

Students are reminded that plagiarism is a serious breach of academic integrity, and evidence of plagiarism bears serious consequences. Handing in papers written in previous courses constitutes as plagiarism; therefore, this practice should be avoided.

Should you be unable to attend a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

All assignments must be word-processed or typewritten.

Regular attendance is critical for success in BA 1010. As such, attendance will be taken at every class. As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. If you must miss a class, it is helpful that you inform me of your absence prior to class. (Again, a message on my answering machine is fine.)

If you must miss a quiz, advise me before the quiz is administered. (A message on my answering machine is acceptable notice.) You will then be given the opportunity to write the exam at a later date -- usually within a day or two of the missed exam. An unexcused absence from a quiz will result in a grade of 0.

Should you not hand in an assignment in class when it is due, the following procedures should be followed:

1. Advise me that your assignment has not been completed, confirm the date you will complete it.
2. Deliver the assignment to the cashier's office where it will be placed in my mailbox. Please do not slide the assignment under my door or place it in the hot box on my door. (Make yourself a copy for your files before handing in the assignment.)
3. Confirm with me that I have received the assignment.