

SEP. 13 2002

Grande Prairie Regional College

Business Administration

BA 1010 – Business Communications I, 3(3-1), Fall 2002

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Office hours: 11:30 - 12:30 Mon./Wed., 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 a research paper, APA style, and public speaking. Revision and the editing process will be emphasized throughout the course.

Required Texts:

Norton, S., Green, B., and Waldman, N. (2002). *The Bare Essentials Plus (Second Edition)*. Toronto: Nelson.

Boone, L. et al. (1999). *Contemporary Business Communication*. Scarborough: Prentice Hall.

Fraser, L. (2001). *Making Your Mark*. Port Perry, ON: Maracle Press.

Course Format:

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

Grading:

Grande Prairie Regional College uses the 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:

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 in written work.
2. Understand and apply effective study skills.
3. Plan, organize, compose, and format a variety of written messages.
4. Research, plan, execute, and evaluate an effective oral presentation.
5. Research, plan, compose, edit, and document a formal academic paper.

Course Evaluation:

Attendance:	10%
Written Assignments (biography, 5%; informal report, 5%; research paper, 25%)	35%
Exams (three at 10% each)	30%
Public speaking	10%
Workbook completion	5%
Final Exam (scheduled by the Registrar)	10%

Assignments for non-graded credit: A few assignments will be assigned on a credit basis, and must be completed to pass the course.

NOTE: To pass BA 1010, all assignments and non-graded, assigned work must be completed, and you must receive a mark of 40 % 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.

All assignments must be word-processed or typewritten.

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 assigned grade.

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

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. Regular attendance is critical for success in BA 1010.

If you must miss an exam, advise me before the exam is administered. (A message on my answering machine or an e-mail message is fine.) You will then be given the opportunity to write the exam later – usually at the next scheduled class. An un-notified absence from an exam 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 a copy for yourself before handing in the assignment.)
3. Confirm with me that I received the assignment.