



BA 1010 Business Communications I Fall 2003

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Course Description

BA 1010 focuses on principles of effective communications in Business—both written and spoken. Specific topics include study skills, effectiveness in writing, punctuation & 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. & Waldman, N. (2002). The bare essentials plus. (2nd Edition). Toronto: Nelson.

Boone, L., Kurtz D. L., Block, J. R., Kilgour, E., Kilgour, L. (1999). Contemporary business communications. 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.

Course Objectives

The primary objective of BA 1010 is to improve communication skills (writing, speaking, listening and reading) in business settings. Upon completion of this course, students will be able to:

- Apply the correct use of grammar, spelling & punctuation in written work.
- Understand & apply effective study skills and learning strategies.
- Plan, organize, compose and format a variety of written messages.
- Research, plan, execute and evaluate an effective oral presentation.
- Research, plan, compose, edit, and document a formal academic paper.

Course Evaluation

50% Written Assignments (Biographies 5%; memo 5%; Class assignments/Workbook 5%; completion, informal report 10%; research paper 25%)

20% Unit Exams (punctuation & grammar)

10% Oral Presentation/Public Speaking

10% Final Course Exam

10% Attendance

Assignments for non-graded credit: a number of learning activities will be assigned on a credit basis; these must be completed and submitted to the instructor to pass the course.

NOTE: To pass BA1010, all assignments and non-graded, assigned work must be completed and you must receive a mark of 40% on the final exam.

Grading

Grande Prairie Regional College uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages.

<i>Alpha Grade</i>	<i>4-Point Equivalence</i>	<i>Description</i>
A+	4.0	
A	4.0	Excellent
A-	3.7	First Class
B+	3.3	Standing
B	3.0	
B-	2.7	Good
C+	2.3	
C	2.0	
C-	1.7	Satisfactory
D+	1.3	Poor
D	1.0	Minimal Pass
F	0.0	Failure

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.

Computer drafts: Save each draft of a written assignment as a separate computer file. On occasion, you will be asked to submit both the final, revised work as well as the draft(s). It is particularly important to save a digital copy of any written work handed in for credit or grading.

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.

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 to your success in BA 1010.

If you must miss an exam, advise me before the exam is administered. (A message on my voice mail or an Email 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, follow this procedure:

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. *NB: please keep either a digital or a hard copy for yourself before handing in the assignment.*
3. Confirm with me that I received the assignment.