

**DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2018  
BA 1010 (C2): Business Communications I – 3 (3-1-0) 60 Hours for 15 Weeks**

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| **INSTRUCTOR:** | Dr. Heather Joyce | **PHONE:** | 780-539-2977 |
| **OFFICE:** | C418 | **E-MAIL:** | [HJoyce@gprc.ab.ca](mailto:HJoyce@gprc.ab.ca) |
| **OFFICE HOURS:** | Thursdays 11:00 a.m.-12:30 p.m., Fridays 10:30 a.m.-11:30 a.m., and by appointment | | |

**CALENDAR DESCRIPTION:**

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

**PREREQUISITE(S)/COREQUISITE:**  None

**REQUIRED TEXTS/RESOURCE MATERIALS:**

Norton, S., Green, B., & Waldman, N. (2017). *The bare essentials* (9th ed.). Toronto, ON: Nelson.

This edition consists of two parts: the text and a workbook. A new workbook is required for the course. You may purchase an online version of the text if available.

Additional resources will be posted to Moodle.

**CREDIT/CONTACT HOURS:**

BA1010 consists of two eighty-minute classes and one one-hour lab per week. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

**DELIVERY MODE(S):** The course work includes lectures, class discussion, group work, in-class exercises, practice exercises, assignments, and individual student presentations.

**COURSE OBJECTIVES:** The primary objective of BA1010 is to improve communication skills (written and spoken) in business settings.

• Students will review the fundamentals of grammar, sentence structure, punctuation, tone, and word usage in order to be able to correct basic errors in writing and speech.

• Students will be introduced to the component parts of an academic research paper and will acquire the skills to be able to produce a strong, argumentative essay.

• Students will learn how to construct clear, well-organized oral presentations and will have the opportunity to speak publicly (by delivering a speech in front of the class).

**LEARNING OUTCOMES:** Upon successful completion of the course, students will be able to

• correct basic errors in writing (based on knowledge of the fundamentals of grammar, sentence structure, and punctuation)

• research, plan, compose, and edit a formal academic paper

* document sources for a formal academic paper

• research, plan, execute, and evaluate an effective oral presentation

**TRANSFERABILITY:**

In addition to institutions with a block transfer agreement with GPRC’s Business Administration Certificate and Diploma, there are transfer agreements with the following institutions:

* [Bow Valley College:  MGMT 1201 (3)](http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?step=6&SelAgr=139546&SMode=S&GpId=30)
* Concordia University of Edmonton: BUS 2xx (3)

(Information retrieved from <http://www.transferalberta.ca> on August 27, 2018)

**\*Warning:** Although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities**. Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlinesearch.html?SearchMode=S&step=2>

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. **Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability**

**EVALUATIONS:**

**\*\* Please note that 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.**

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| --- | --- |
| Research papers | 25% |
| Workbook exercises | 5% |
| Mid-term exam | 10% |
| Tests | 20% |
| Oral presentation | 10% |
| Final exam | 30% |

Four tests and one midterm will be scheduled during the semester. The final exam will be scheduled by the registrar’s office during the exam period (**December 10-19, 2018).** Students should avoid making travel plans until after the exam schedule has been set. Dates for the midterm, tests, and assignments will be announced in class as required during the semester.

**GRADING CRITERIA:**

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

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| --- | --- | --- | --- | --- | --- | --- |
| **Alpha Grade** | **4-point Equivalent** | **Percentage Guidelines** |  | **Alpha Grade** | **4-point Equivalent** | **Percentage Guidelines** |
| A+ | 4.0 | 90-100 |  | C+ | 2.3 | 67-69 |
| A | 4.0 | 85-89 |  | C | 2.0 | 63-66 |
| A- | 3.7 | 80-84 |  | C- | 1.7 | 60-62 |
| B+ | 3.3 | 77-79 |  | D+ | 1.3 | 55-59 |
| B | 3.0 | 73-76 |  | D | 1.0 | 50-54 |
| B- | 2.7 | 70-72 |  | F | 0.0 | 00-49 |

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

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| --- | --- | --- | --- |
|  | **Topic** | **Material covered** | **Requirements** |
| **Weeks 1-2** | **course outline**  **pretest**  **module on words**  **module on research paper** | **chapters 1-4** | * **complete pre-test** * **introductions and technology** * **read chapters 1-4** * **begin workbook exercises for words module** |
| **Weeks 3-6** | **module on words**  **writing a college paper**  **module on sentences** | **chapters 22-27**  **chapters 5-10** | * **complete workbook exercises for chapters 1-4 and bonus chapter** * **complete module post-tests on words** * **submit research paper topic, thesis, and formal outline** |
| **Weeks 7-10** | **grammar**  **writing a college paper** | **midterm exam**  **chapters 11-16** | * **submit research paper** * **complete midterm exam** * **read chapters and complete workbook exercises for chapters 11-16** * **complete module test** |
| **Weeks 11-15** | **punctuation**  **giving a presentation** | **chapters 17-21**  **materials provided by instructor** | * **read chapters and complete workbook exercises for chapters 17-21 and complete module post-test** * **submit research paper** * **give presentation** |
|  | **final exam** | **entire course** |  |

**PLEASE NOTE: the above schedule may be revised at the discretion of the instructor based on class requirements**

**STUDENT RESPONSIBILITIES:**

1. All formal assignments are to be submitted as hard copies. This means that I will not accept electronic submissions of formal assignments. It is the student’s responsibility to retain a copy of ALL assignments submitted for grading; in the unlikely event of theft or loss, a duplicate copy must be available upon request.  
  
2. Written assignments are to be submitted *on time*. This means that they are due *before the beginning of class*. Extensions will not be granted for written assignments except in extenuating circumstances. Late assignments will incur a penalty of 10% per day, with weekends counting as one day.

3. If a student is unable to complete a scheduled test, the instructor must be advised before the test is administered. Voice mail or e-mail notification is fine. Failure to notify the instructor of an absence may result in a grade of 0.

4. Regular participation is critical to success in BA 1010. Students should expect to work on course material for about one hour per day; some days may require more than a one-hour commitment.

5. Students are required to check the Moodle site for this course before each class to stay informed concerning the schedule of readings as well as course updates and announcements.  
  
6. Cellphones are to be turned off and kept out of sight during class time. Students who text while the instructor and/or other students are speaking will lose marks for participation.

**STATEMENT ON PLAGIARISM AND CHEATING:**

Cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, refer to the Student Conduct section of the College Calendar at <http://www.gprc.ab.ca/programs/calendar/>or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://www.gprc.ab.ca/about/administration/policies>

Instructors reserve the right to use electronic plagiarism detection services on written assignments. **Instructors also reserve the right to ban the use of any form of electronics (cell phones, Blackberries, iPods, tablets, scanning pens, electronic dictionaries, etc.) during class and during exams.**

\*\*Note: all Academic and Administrative policies are available on the same page.