

Grande Prairie Regional College School of Business

BA 1010 Business Communications I 3 (3-1-0) 60 Hours Fall 2005

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Office Hours: Mondays: 3:30 to 5:00 p.m.; Fridays: 1:00 to 2:30 p.m. or by appointment

Course Description:

This course focuses on principles of effective business communication, both written and spoken. Specific topics include the writing process, improving grammar, writing a research paper, documenting with APA style, and preparing for 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
[Note: This is a workbook. Do not buy a copy at the Used Book Sale.]
Bovee, L., Thill, J., Schatzman, B., Scribner, J. (2005) *Business Communication Essentials (Canadian Edition)*. Toronto. Pearson Prentice Hall.
[Note: This text is used on both BA 1010 and BA 1020.]

Course Format:

BA 1010 consists of four hours of instructional time each week. The course work includes lectures, class discussions, group work, in-class exercises, and individual student presentations, both written and oral.

Course Objectives:

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling and punctuation in writing;
- Plan, organize, and compose written messages in a variety of formats;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, execute and evaluate an effective oral presentation.

Course Evaluation:

Written Assignments: Biography 5% Memo 5% Assignments/Workbook 5% Informal Report 5% Research Paper 30%	50%
In-Class Tests/Quizzes	20%
Oral Presentation	10%
Final Exam (scheduled by the Registrar)	10%
Attendance	10%
Total	100%

Assignments for non-graded credit: A number of learning activities will be assigned on a credit basis. These must be completed and submitted to receive a grade in the course.

Note: In order to pass BA 1010:

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a score of 40% on the Final Exam.

Grading:

GPRC uses the alpha grading system. Letter grades will be converted to a f-point equivalence for the calculation of grade point averages. (See page 40 in the 2005/2006 GPRC Calendar for more information).

PERCENTAGE	ALPHA GRADE	4 POINT EQUIVALENT
90 – 100%	A+	4.0
85 – 89%	A	4.0
80 – 84%	A-	3.7
76 – 79 5	B+	3.3
73 – 75%	B	3.0
70 – 72%	B-	3.0
67 – 69%	C+	2.3
64 – 66%	C	2.0
60 – 63%	C-	1.7
55 – 59%	D+	1.3
50 – 54%	D	1.0
0 – 49%	F	0

Transferability:

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs (e.g. AU, U of Leth, etc.)

Course Policies:

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.

Students are required to save computer drafts of each written assignment as a separate computer file. For each assignment, students are required to submit the final, revised work as well as the draft(s). It is particularly important to save a copy of any written work handed in for credit or grading.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Regular attendance is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.

If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered. Voice mail or e-mail notification is fine. The test/quiz will usually then be written in the next scheduled lesson. Failure to notify the instructor of an absence will result in a grade of 0.

It is expected that assignments will be handed in during the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.
2. When the assignment is completed, keep a digital or hard copy of it.
3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.
4. Confirm with the instructor the receipt of the assignment.

IMPORTANT DATE: Mark Your Calendar!

The Business Administration Bankers' Cup Indoor Mini-Golf Tournament will be held in early November. This is the BA Premier Fall Event! Attendance is mandatory and a writing assignment will be generated.