

*Grande Prairie Regional College*  
*Business Administration*

**BA 1020 – Business Communications II, Winter 1998**

FEB 02 1999

Grande Prairie  
Regional College

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

**Course Description:**

•Building on concepts covered in BA 1010, BA 1020 covers business and employment communication: principals of graphic design, business letters and memos, resumes, cover letters, interviews, business meetings, and formal reports.

**Required Texts:**

•Northey, Margot. Impact: A Guide to Business Communication (Fourth Edition). Scarborough: Prentice Hall, 1998.

**Course Format:**

•BA 1020 consists of three hours of instruction and a one hour lab weekly. The classwork will include lectures, class discussions, group work, simulations, previewing and reviewing assignments, and student presentations.

**Grading:**

Grande Prairie Regional College uses the following nine-point grading scale:

90 - 100%	9 is markedly superior
80 - 89	8 is excellent
72 - 79	7 is very good
65 - 71	6 is good
57 - 64	5 is fair
50 - 56	4 is poor
45 - 49	3 equates to failure
26 - 44	2

### Course Objectives:

1. To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meet the needs of both the sender and the target audience.
2. To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
3. To understand the importance of careful preparation and planning in all forms of employment communication and to demonstrate the use of a professional approach in a job competition.
4. To demonstrate the use of persuasive communication techniques in both oral and written formats.
5. To effectively present an analysis of a situation using a formal report format.
6. To appreciate the key components of graphic design, and demonstrate basic layout and visual conventions appropriate to a business environment.
7. To develop team work skills through working in groups.

### Course Evaluation:

Attendance	15%
Written assignments	40%
Employment interview	5%
Business meeting simulation	5%
Exams	20%
Formal Report	15%

### 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.

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

1. Remind the instructor that your assignment has not been completed; confirm the date you will complete the assignment.
2. If word-processed, print yourself a copy, and be sure the assignment has been saved. If hand-written or typed, photocopy the assignment for your records.
3. Deliver the assignment to the cashier's office where it will be placed in my mailbox. Under no circumstances should you slide the assignment under my door or place it in the hot box on my door.
4. Confirm with the instructor that the assignment was received.

•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.

•In addition to the graded course assignments, you will be expected to complete various assignments outside of class. Such assignments will be graded credit/non-credit. To receive a grade in BA 1020, all assignments in this category must be completed.

•Regular attendance is critical for success in BA 1020. Attendance will be taken at every class and lab which the entire class is required to attend. Attendance includes arriving to class on time and being prepared by having assigned homework and readings complete. A total of 15% of the course grade will be determined by class attendance.

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

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

•If you must miss a quiz, advise me before the quiz is to be given. (A message on my answering machine is fine.) You will then be given the opportunity to write the exam in the Registrar's Office at a date and time convenient for you. An unexcused absence from a quiz will result in a grade of 0.