

Grande Prairie Regional College

Business Administration

BA 1020 -- Business Communications II, Winter 2003

Instructor:
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C301

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Office hours:

- 12 - 1 Mondays
- 10:30 - 11:30
Wednesdays
- by appointment
- on a drop-in basis



Course Description:

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

Required Text:

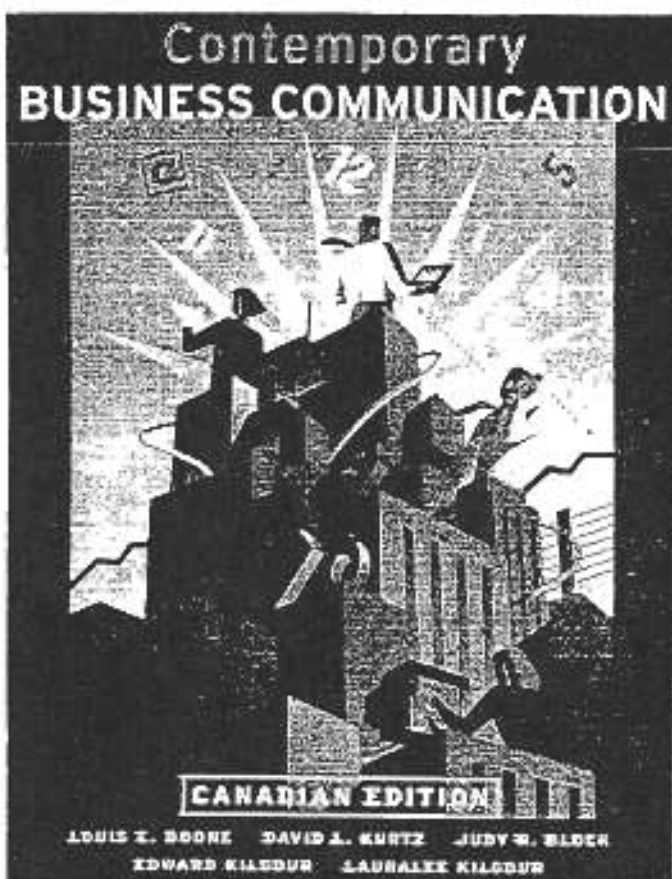
• Boone, Louis, et al. *Contemporary Business Communication (Canadian Ed. 2)*. Scarborough: Prentice Hall, 1999. [Same text as BA 1010]

Course Format:

• BA 1020 consists of three hours of instruction and a one hour lab weekly -- often utilized in non-traditional ways for practical considerations such as attending a formal meeting off-campus, conducting interviews for "the job package," or attending the annual department Business Conference. The classwork will include lectures, class discussions, group work, simulations, use of video and audio presentations, previewing and reviewing assignments, and student presentations. Plan to participate wholeheartedly in the various activities.

Grading:

• GPRC uses the following nine-point stanine as its grading scale: 90 - 100 is markedly superior, 80 - 89 is excellent, 72 - 79 is very good, 65 - 71 is good, 57 - 64 is fair, 50 - 56 is poor, 45 - 49 equates to failure, and 26 - 44 is also a failure.



Course Evaluation:

Attendance	10%
Written assignments	20%
Employment interviews and evaluation of same	20%
Quizzes	10%
Formal report	20%
Graphic design project	20%

Course Objectives:

- 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.
- To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
- To understand the importance of careful preparation and planning in all forms of employment communications, and to demonstrate the use of a professional approach in a job competition.
- To demonstrate the use of persuasive communication techniques in both oral and written formats.
- To effectively present an analysis of a situation using a formal report format.
- To appreciate the key components of graphic design, and to demonstrate basic layout and visual conventions appropriate to a business environment.
- To develop team-work skills through working in groups.

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.

- All assignments must be completed to receive a grade for this course. If you fail to complete an assignment you will be assigned a grade of "Incomplete."

- 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. Attendance includes arriving to class on time and being prepared by having assigned homework and readings complete.

- In the event that you miss a class, it is your responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

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

- a.) Advise me that your assignment has not been completed.
- b.) After making yourself a copy, deliver the assignment to the cashier's office and ask her to place it in my mailbox. **DO NOT SLIDE IT UNDER MY DOOR.**
- c.) Confirm that I have received the work.

- If you must miss a quiz, please advise me before the quiz is administered. (A message on my voice mail is fine.) You will then be given the opportunity to write the quiz at a later time. An unexcused absence from a quiz will result in a grade of 0. Please know that missing a quiz is considered an alarming situation. Only the most urgent and extreme reasons are considered acceptable.

- Transferability: Some universities and colleges may accept this course for transfer credit. Please check with the receiving institution. BA 1020 is accepted under a block transfer agreement by the University of Lethbridge and Athabasca University for appropriate degrees.

- Records retention: Class records and quizzes will be maintained for one year after the last day of this course. These records will then be destroyed in a secure manner. Any unclaimed student assignments will then be destroyed within 30 days of the last class. Selected student projects may be kept and shown as examples for future classes if consent is granted.

Business Conference 2003

The 2003 Business Conference, organized annually by senior marketing students enrolled in BA 2000, is scheduled for Friday, March 14.

Attendance at the conference in its entirety is mandatory for all students enrolled in BA 1020, and various writing assignments will stem from presentations at the conference. Students who fail to attend the conference for any reason will be assigned alternate work deemed equivalent to what was missed at an all-day conference.

Please block March 14 on your daytimer. Arrange medical appointments any time in 2003 except this one day.

In the weeks ahead, you will receive information about the conference, including a registration package, from the student group planning the event this year.

Tentative Class Schedule

January

- Business meetings
- Business writing
- Graphic design

February

- Graphic design
- Business writing
- Reading Week - February 24 - February 28

March

- The job package
 - cover letters
 - resumes
 - interviews

April

- Argumentation and persuasion
- Effective business communication
- Formal reports