

*Grande Prairie Regional College*  
**Business Administration**

***BA 2000 -- Seminar In Business Policy -- Winter 2000***

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**Course Description:**

• This course attempts to integrate the many facets of business by exposing students to a major practical project. In-class time will be offered to these projects and to seminars in management processes.

**Prerequisite:**

• Students should have a minimum of 15 courses toward the BA diploma. Students who have not completed three semesters of courses must receive consent of the instructor before continuing in the course.

**Course Format:**

BA 2000 consists of three hours weekly -- though the time is spent in non-traditional ways. Class time will be devoted to weekly team meetings concerning the major project, and for preparation of seminar presentations. The remaining time will be devoted to seminars led by students.

**Grading:**

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

|            |                        |
|------------|------------------------|
| 90 - 100 % | 9 (markedly superior)  |
| 80 - 90    | 8 (excellent)          |
| 72 - 79    | 7 (very good)          |
| 65 - 71    | 6 (good)               |
| 57 - 64    | 5 (fair)               |
| 50 - 56    | 4 (poor)               |
| 45 - 49    | 3 (equates to failure) |
| 26 - 44    | 2                      |
| 0 - 25     | 1                      |

### Course Objectives:

- To serve as a capstone marketing experience integrating various methods and insights from other disciplines
- To improve presentation and group facilitation skills
- To gain an appreciation of ethical implications of business policy decisions
- To develop critical thinking skills
- To experience a major project involving "real life" risks and opportunities
- To develop project management skills
- To further develop group work skills
- To serve the Department, College, and Community through major projects.

### Course Evaluation:

|   |     |
|---|-----|
| Major project (Includes a major written final report.)                      | 35% |
| Journal/Log Book  | 30% |
| Seminars  | 20% |
| Seminar participation   | 05% |
| Final Exam (To be scheduled by the Registrar during the final exam period.) | 10% |

### The Major Project:

- Seven major projects are proposed:
  - 1.) The annual department Business Conference
  - 2.) Merchandising for the CCAA mens' volleyball championship to be held at GPRC in early March
  - 3.) Magic Marketing Tour
  - 4.) Builders Expo 2000
  - 5.) GP Museum -- marketing project
  - 6.) Peace Country Pioneer Camps
  - 7.) Last day of classes event, promotion of convocation, Business Administration post-convocation event.

### The Seminars

- The seminar is NOT a dramatic reading of the topic, NOT a blow-by-blow description of what the seminar prep class told us, and NOT a listing of examples.
- Your role is to lead a discussion based on the topic you've chosen. As well as leading a thoughtful and provocative discussion, there is also opportunity for you to be creative: create a game show, give a pop quiz, show footage from a movie, surprise us with extra stuff, write a play to be acted out in class.
- Perhaps it would be helpful to think of it this way: Instead of you and your group members talking for the duration of the 75 minutes (BORING!!!), create activities for classmates -- individually or in groups. You could have groups discuss (and report back) a series of questions (or one question per group), or have groups create a list of alternative solutions, or generate a list of local implications for the topic being discussed.
- Of course, all students will have written extensive journal entries prior to arriving at class, so it would make sense to utilize those journals in the seminar itself -- have students in small groups share their journals and look for common threads -- then report back to the entire class, for example.
- As always, though, ensure you have an introduction, body, and conclusion. Please allow time at the end of your seminar for conclusions and summaries.
- In addition to planning one seminar, you will be required to attend and actively participate in the seminars delivered by classmates. Marks will be assigned based on participation.

### The Journal

- One-quarter of your mark in BA 2000 is based on journal entries you will write on a weekly basis. A minimum of two entries are expected each week, and both are due every Thursday at the start of class.
- One entry will deal with thoughts and observations based on your group meeting and personal assignments related to your major project. The other entry, the more important of the two, will deal with either the content presented in the seminar preparation class or with the seminar itself. Either way it is your interaction with the content -- the notions, ideas, facts -- that is important.
- The journal entries should be typed or word-processed.
- One of the early classes in the semester will deal specifically with journal writing and critical thinking.

### Course Policies

- Because BA 2000 is the only required course this semester for Marketing Majors, it makes sense that the Department considers it the most important. As such, I have a zero tolerance for absences. Should you miss a seminar or group project meeting, I will ask that you sign an attendance contract.
- Should you have to miss a class or meeting due to an extremely urgent matter, the expectation is that you will contact me and ALL your group members as early as possible -- and prior to the absence.
- Class records, including final exams, 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 paper or 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 -- provided that consent has been granted.
- Some universities and colleges may accept this course for transfer credit. Please check with the receiving institution to verify transferability. BA 2000 is accepted by the University of Lethbridge and Athabasca University under a block transfer agreement to specific degrees.