

Grande Prairie Regional College
Business Administration
BA 2000 -- Seminar in Business Policy -- Winter 1999

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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.

Required Text:

• Hartley, Robert F. Marketing Mistakes and Successes. New York: John Wiley & Sons, 1998.

Prerequisite:

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

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 with leadership from students. Teams consisting of three members will lead two seminars based on chapters in the required text.

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 experience integrating various methods and insights from other disciplines
- To improve presentation and group facilitation 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 progress report and a major written final report.)	35%
Journal/Log Book		15%
Seminars (1 @ 10%, and 1 @ 15%)		25%
Seminar participation/attendance		10%
Final Exam	(To be scheduled by the Registrar during the final exam period.)	15%

The Major Project:

- Three major projects are proposed:
 - 1.) The annual department Business Conference
 - 2.) Merchandising for the CCAA mens' volleyball competition to be held at GPRC in early March
 - 3.) Major marketing plan for the Peace Country Settlement Services Association
Potential: Magic Marketing Tour
Other: Negotiable

The Seminars

• The seminar is NOT a dramatic reading of the text, a blow-by-blow description of what the chapter said, or a listing of examples from the text. Assume that everyone in the class has read the chapter. Your role is to lead a discussion based on the chapter you've been assigned. Be creative: create a game show, give a pop quiz, show footage from a movie, surprise us with extra stuff not found in the chapter, write a play to be acted out in class, have groups create commercials. Perhaps it would be helpful to think of it this way: Instead of you and your group members talking for the duration (BORING!!!), create activities for classmates -- individually or in groups. You could have groups discuss (and report back) a series of questions, or create a list of alternative solutions, or generate a list of local examples. As always, though, ensure you have an introduction, body, and conclusion.

In addition to delivering two seminars, you will be required to attend and actively participate in the seminars delivered by classmates. Marks will be assigned based on participation.