

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

**BA 2000 -- Seminar in Business Policy -- Winter 2001**

Instructor: Rick Erlendson  
Office: C301  
Telephone: 539-2095 (office), 539-2796 (office fax)  
957-2127 (home), 957-2445 (home fax)  
EMAIL: erlendson@gprc.ab.ca  
Office Hours: 8:30 - 10 am T/R, by appointment, or on a drop-in basis too.

**Course Description:**

• This course attempts to integrate the many facets of business by involving students in a major practical project. One class per week will be utilized as the "masters of the game meeting." The other class, utilizing a seminar approach, will be used to expose students to a number of ethical matters located within business.

**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 weekly seminar topics.

**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 (Women's Nationals Merchandising, Business Conference, or Magic Marketing Tour)	25%
Major Project Formal Report	15%
Journals	50%
Final Exam	10%
Log Books & Attendance at the Business Conference (Credit or No Credit)	C or IN

### The Journal

- One-half of your mark in BA 2000 is based on journal entries you will write on a weekly basis -- due each week in the seminar class. Late assignments will have a 10% per day late penalty applied.
- The journal entries should be typed or word-processed, and must be two pages in length as a minimum. There is no maximum length limitation.
- One of the early classes in the semester will deal specifically with journal writing and critical thinking to assist you in your journal writing. Your entries will deal with the content presented and your interaction with the notions and ideas presented.
- As noted above, completion of a log book recording your contributions and activities related to your major project is an expectation in the course. It is graded either credit or no-credit; a mark of credit is required to pass the course. Attendance at the Business Conference on March 14 in its entirety is evaluated and graded in like manner.

## Course Policies

- Because BA 2000 is the only required course this semester for Marketing Majors, it makes sense that the Department considers it to be the most important course. 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. Subsequent absences may result in your withdrawal from the course.
- 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 be destroyed within 30 days of the last class. Selected student projects may be kept and used for a variety of purposes -- provided that consent has been granted by the student(s) involved.
- 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.