

Grande Prairie Regional College

Department of Business Administration

BA 2000 – Seminar in Business Policy (3-1-0) – Winter 2005

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Course Description:

BA 2000 is the capstone course for students specializing in marketing in their final semester in Business Administration at Grande Prairie Regional College. As the name of the course suggests, the course includes an in-depth look at ethical and policy related matters, as well as globalization theory and issues. Through an intense “Readers’ Response” journaling curriculum and teaching practice, students are introduced to critical and creative thinking and the many problematics/uncertainties/complexities that mark the terrain of living and working in an age of globalization. As well, the course also attempts to integrate theory and practice by involving students in a major practical project – the planning and execution of the annual Department-wide Business Conference.

Prerequisite:

Students should have a minimum of 15 courses toward their 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 four hours weekly – though the time is spent in non-traditional ways. Class time until the conference will be used for both “business policy” and “conference planning.” After the conference, class time will be devoted to the business policy aspects of the course.

Grading:

Grande Prairie Regional College uses the four-point alpha scale. See the GPRC Calendar for details.

Text:

There is no textbook for this course. Materials will be provided by the instructor.

Course Objectives:

- to develop critical/creative thinking skills
- to gain an appreciation of ethical implications of business policy
- to garner an appreciation of globalization processes
- to improve writing skills
- to serve as a capstone marketing experience integrating knowledge from other courses and disciplines
- to improve presentation and facilitation skills
- to experience a major project involving “real life” risks and opportunities
- to develop project management skills
- to develop “team” skills
- to serve the Department, College, and Community through a major project

Course Evaluation:

Academic journal responses to seminar topics	45%
Book review and presentation	10%
Major project – contribution toward the Business Conference – including written reports pre-conference and e-mails sent to the group through the planning stages	25%
Evaluation of major project	10%
Final exam	10%
Attendance at the Business Conference in its entirety.	Credit or non-credit.

NOTE: A grade of credit and a passing grade on the final exam are required to receive a passing grade in the course.

The Academic Journal:

A major portion of your mark in BA 2000 is based on entries in your academic journal. The entries will be due weekly during the Thursday class – focused on the seminar topic covered the previous week. Because of the process involved, journal entries will not be accepted late. The first entries will be weighted less than the later ones, giving you the opportunity to develop your “Readers’ Response Journal Writing” skills. The entries should be typed or word-processed – about 500 words as a minimum length. Because I will respond to your entries throughout your writing, it is helpful if you include wide margins and triple space your text. One of the early classes in the semester will deal specifically with journal writing and critical thinking to assist you in your journal writing.

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. As such, I have a zero tolerance for absences. It is critical and crucial that you attend each planning meeting with your team in reference to the Business Conference. And, it is equally critical that you attend each of the seminar presentations because it will be impossible to write a response to something you have not heard. Should you miss a class, I will ask you to sign an attendance contract. Subsequent absences may result in your withdrawal from the course.

Should it be that through extreme illness or due to the death of a family member (or other **extremely** urgent matter) you must miss any class, it is an expectation that you would contact me and all group members 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. At this time BA 2000 is accepted by the University of Lethbridge and Athabasca University under a block transfer agreement to specific degrees.