



# Grande Prairie Regional College

**Department: Business Administration and Commerce**

COURSE OUTLINE – Winter 2009

BA1010 Business Communications I

3(3-1-0) 60 Hours

**Instructor** Cara Leaf

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**Office** T TH 1:00-2:20

**Hours** W 11:30-12:50

(or by appointment)

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## **Required Text/Resource Materials:**

Norton, S., Green, B., (2008) *The Bare Essentials Form B (Sixth Edition)*. Toronto. Nelson  
[Note: This is a workbook. Do not buy a copy at the Used Book Sale]

Faigley, L. (2007). *The Little Penguin Handbook*. New York. Pearson Longman.

*Random House Webster Dictionary (optional)*

## **Description:**

This course focuses on principles of effective business communication, both written and spoken. Specific topics include improving grammar, spelling, punctuation, sentence structure and word usage, writing a research paper, documenting with APA style, and public speaking. Revision and editing process will be emphasized throughout the course.

## **Credit/Contact Hours:**

BA 1010 consists of three hours of instructional time each week plus a weekly one-hour lab

**Delivery Mode(s):**

The course work includes lectures, class discussions, group work, in-class exercises, and individual student presentations, both written and oral

**Objectives:**

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling and punctuation in writing;
- Plan, organize, and compose written messages in a variety of formats;
- Research, plan, compose, edit, and document a formal academic paper;
- Research, plan, execute and evaluate an effective oral presentation

**Transferability:**

This course can be included as part of a block transfer to institutions which have 2+1 or 2+2 business degree programs. GPRC has transfer agreements with Athabasca University, University of Lethbridge, Thompson Rivers' University (Kamloops), Royal Roads University, Lakeland College (into their Applied Degree in Financial Services) and Okanagan College. Students should check with the receiving institution concerning transferability as all arrangements are subject to change.

**Grading Criteria:**

Daily attendance is essential! Students are responsible for completing assignments outside of class time when necessary. If you are ill, please have a classmate inform you of the work covered that day. More than 3 missed classes may result in a recommendation of "Debarred from Exam." (See College Calendar)

Assignments and tests missed will be recorded as zero. Assignments are due on the dates set by the instructor. No late assignments or rewrites of exams are allowed.

**Grading Criteria:**

WRITTEN ASSIGNMENTS:

Biography	15%
Assignments/Workbook	15%
Research Report	20%

IN-CLASS TESTS/QUIZZES	20%
ORAL PRESENTATION	10%
FINAL EXAM (scheduled by the Registrar)	20%
TOTAL	100%

**Assignments for non-graded credit:** A number of learning activities will be assigned on a credit basis. These must be completed and submitted to receive a grade in the course.

**Note: In order to pass BA 1010:**

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a score of 40% on the Final Exam.

Grades will be assigned on the Letter Grading System.

**Grading Conversion Chart**

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4	95 – 100	EXCELLENT
A	4	90-94	
A <sup>-</sup>	3.7	85 – 89	FIRST CLASS STANDING
B <sup>+</sup>	3.3	80-84	
B	3	76-79	GOOD
B <sup>-</sup>	2.7	72-75	
C <sup>+</sup>	2.3	67-71	SATISFACTORY
C	2	64-66	
C <sup>-</sup>	1.7	60-63	
D <sup>+</sup>	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

**PLAGIARISM:** The instructor reserves the right to use electronic plagiarism detection services.

### **Course Schedule/Tentative Timeline:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Weeks 1,2,&3	Grammar	Chapters 12-17
Weeks 4&5	Punctuation	Chapters 18-22
Weeks 6&7	Sentence Structure	Chapters 6-11
Week 8& 9	Paragraphs & Essays	Chapters 23-27
Weeks 10	Presentations	Instructor handouts
Week11	Grammar	Chapter 1-5
Week 12	Student Presentations	
Week 13	Final Review	

### **Examinations:**

There will be a unit exam following the completion of each unit.

The final exam will be given on the scheduled day during the April exam week.