



Grande Prairie Regional College
School of Health, Wellness & Career Studies
Department of Business

COURSE OUTLINE - Fall 2009
BA 1010 Business Communications I
3 (3-1-0) 60 Hours

Instructor Carly McLeod **E-mail** cmcleod@gprc.ab.ca
Office Tues & Thurs: 11:30am -1pm.
Hours By appointment only.

Required Text/Resource Materials

Norton, S., Green, B. (2008) *The Bare Essentials; Form B, Sixth Edition*. Toronto: Thomson 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.

Description:

This course focuses on principles of effective business communication, both written and spoken. Specific topics include the writing process, improving grammar, writing a research paper, documenting with APA style, and preparing for public speaking. Revision and the 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, online practice exercises, 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:

Research Paper <ul style="list-style-type: none">• Outline: 3%• Final Draft: 17%	20%
In-Class Tests/Quizzes <ul style="list-style-type: none">• Sept 29th 12.5%• Oct 27th 12.5%• Dec 1st 15%	40%
Interview with Instructor	5%
Oral Presentation	15%
Final Exam (scheduled by the Registrar)	20%
Total	100%

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 50% on the Final Exam.

Business Administration and Commerce Department
Grading Conversion Chart

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

Course Policies:

All assignments must be word-processed or typewritten. It is particularly important to save a copy of any written work handed in for credit or grading.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Regular attendance is critical to success in BA 1010. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.

If a student is unable to attend an in-class test or quiz, the instructor must be advised before the test/quiz is administered, e-mail notification is fine. The test/quiz will then be written in the testing centre in A205. Failure to notify the instructor of an absence will result in a grade of 0.

It is expected that assignments will be handed in during the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.
2. When the assignment is completed, keep a digital or hard copy of it.
3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.
4. Confirm with the instructor the receipt of the assignment.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester.

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Required Reading</u>
September 3 & 4	Course outline, Spelling	Chapter 1
September 7 – 11	Instructor Interviews	
September 14 – 25	Spelling	Chapters 2 - 5
September 28 – October 9	Writing a College Paper	Chapters 23-25
October 13 – 23	Sentence Structure	Chapters 6 - 11
October 26 - November 13	Student Presentations	Instructor handouts
November 16 - 20	Writing a college Paper	Chapters 26 - 27
November 23 - December 7	Grammar & Punctuation	Chapters 12 - 22

Examinations:

A number of quizzes will take place during class times and a final exam will be scheduled in December.

Research Project:

This assignment is your opportunity to build skills in research and academic writing. These skills will be of great benefit in both your academic and business careers.

You will prepare a formal paper on a topic of your choice. The paper will be 7 to 10 pages in length. You will draw information from at least 5 different sources. (e.g. 2 journal articles, 1 magazine article, and 2 books). You may use the Internet as 1 source. You will use APA style for referencing your sources. This paper is worth 20% of your final grade in Business Communications I.

You will select your topic by Friday, October 9th. An outline of your paper is due on Friday, November 6th.

The final report is due on December 4th. If you would like to submit drafts for review and comment you are welcome to do so.

Grading criteria for this assignment is as follows:

1. Outline	15%
2. Title page	5%
3. Organization	10%
• effectiveness of introduction, body and conclusion, clear and logical flow	
4. Use of sub-headings	5%
5. Word usage, punctuation, grammar and sentence structure	20%
6. Content/length – presence of a clear, controlling idea. Adequate length.	20%
7. Effectiveness of research notes, photocopy of articles attached.	5%
8. APA Style correctly handled	20%

Statement on Plagiarism:

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