

## School of Health, Wellness & Career Studies **Department of Business**

# **COURSE OUTLINE - Winter 2014 BA 1010 Business Communications I** 3 (3-1-0) 60 Hours

Office: 780-539-2873 **Instructor** Cibylla Rakestraw Phone Cell: 780-512-5129

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Office Hours Mondays from 1:00 – 2:30 pm

Thursdays from 1:30 – 3:00 pm

By appointment at other times or on a drop in basis if I'm free.

#### Required Text/Resource Materials

Norton, S., Green, B. (2014) The Bare Essentials: Form A, Eighth Edition. Toronto: Nelson [Note: This is a workbook. Do not buy a copy at the Used Book Sale.]

#### **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**

BA1010 will have a group class online for one hour each week. This class will be arranged to accommodate student schedules. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

#### **Delivery Mode(s):**

Students are expected to participate in the weekly online class lecture. If you are unable to be present online, the session will be recorded for future review. Students will be expected to spend several hours weekly completing online exercises provided by the textbook publisher as well as working on the assigned research paper.

#### **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, sentence structure 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:**

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

### **Grading Criteria:**

Research Paper 25%	25%
In-class participation	5%
Mid-term exam	15%
Tests/Quizzes	20%
Oral Presentation & Evaluation	15%
Final Exam	20%
Total	100%

<u>Assignments for non-graded credit</u>: 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 minimum score of 50% on the Final Exam.

Grades will be assigned on the Letter Grading System.

# Business Administration and Commerce Department Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation	
A <sup>+</sup>	4	90 - 100	EXCELLENT	
Α	4	85 - 89		
<b>A</b> -	3.7	80 - 84	FIRST CLASS STANDING	
B+	3.3	77 - 79		
В	3	73 - 76	GOOD	
B-	2.7	70 - 72		
C <sup>+</sup>	2.3	67 - 69		
С	2	63 – 66	SATISFACTORY	
C-	1.7	60 – 62		
D+	1.3	55 – 59	MINIMAL PASS	
D	1	50 – 54	MINIMAL FASS	
F	0	0 – 49	FAIL	

#### **Course Policies:**

All assignments must by word-processed or typewritten. It is particularly important to save a copy of any written work handed in for credit or grading. Handwritten assignments will not be accepted. Assignments need to be submitted through Moodle.

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 participation is critical to success in BA 1010. Should a student be unable to attend an online class, it is the student's responsibility to go through the session online.

If a student is unable to complete a scheduled test or quiz, the instructor must be advised before the test/quiz is administered. Voice mail or e-mail notification is fine. The test/quiz will usually then be rescheduled for that student. Failure to notify the instructor of an absence will result in a grade of 0.

Assignments and projects not picked up by students will be held until the end of the first week of the following semester. At that time, any assignments not picked up will be destroyed in a secure manner.

#### Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	Required Reading
Week 1	Course outline, pretest	
Weeks 2 - 4	Words	Chapters 1 – 4 & bonus chapter
	Writing a College Paper	Chapters 22-27
	Sentences	Chapters 5 – 10
Weeks 5 - 6	Writing a College Paper	Chapters 22 - 27
		Midterm Exam
Week 7	Reading Week	
Weeks 8 - 10	Grammar	Chapters 11 – 16
	Giving a presentation	Materials provided by instructor
Weeks 11 - 13	Punctuation	Chapters 17 – 21
Weeks II - 13	Giving a presentation	

Please note: The above schedule may be revised at the discretion of the instructor based on class requirements.

#### **Examinations:**

Four quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled in April.

#### **Statement on Plagiarism:**

Refer to the Student Conduct section of the College Admission Guide at <a href="http://www.gprc.ab.ca/programs/calendar/">http://www.gprc.ab.ca/programs/calendar/</a> or the College Policy on Student Misconduct: Plagiarism and Cheating at <a href="https://www.gprc.ab.ca/files/forms">https://www.gprc.ab.ca/files/forms</a> documents/20132014 Calendar Mar 20 2013.pdf

<sup>\*\*</sup>Note: all Academic and Administrative policies are available on the same page.