



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

BA 1010 SECTIONS A & D- BUSINESS COMMUNICATIONS I – 3(3-1-0) 60 HOURS

Instructor	Carolyn Vasileiou	Phone	780 539-2221 (office)
Office	C-201	E-mail	cvasileiou@gprc.ab.ca
Office Hours	M, W, 10:00AM to 11:30 AM or by appointment		

Prerequisite:

None

Required Text/Resource Materials:

Business Communications Now, Third Canadian Edition by Findlay & Locker. This is a new textbook for the course and students will require access to McGraw Hill Connect, which is provided through an access card provided with the textbook.

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 consists of two 80 – minute classes per week plus a weekly one-hour lab. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

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.

Course Objectives:

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings.

- Students will review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage.
- Students will explore and apply the process of writing an academic research paper.
- Students will explore and demonstrate giving a presentation in front of a group.



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

BA 1010 SECTIONS A & D- BUSINESS COMMUNICATIONS I – 3(3-1-0) 60 HOURS

Course Outcomes:

Upon successful completion of the course, students will be able to:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing;
- 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:

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.

Research Paper	20%
Connect exercises	20%
Mid-term exam	10%
Tests/Quizzes	18%
Oral Presentation	12%
Final Exam	20%
Total	100%
Bonus – Discussion forums	5%



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

BA 1010 SECTIONS A & D- BUSINESS COMMUNICATIONS I – 3(3-1-0) 60 HOURS

Grades will be assigned based on the following chart:

Business Administration and Commerce Department

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4	90 – 100	EXCELLENT
A	4	85 – 89	
A-	3.7	80 – 84	FIRST CLASS STANDING
B+	3.3	76 – 79	
B	3	73 – 75	GOOD
B-	2.7	70 – 72	
C+	2.3	67 – 69	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



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

BA 1010 SECTIONS A & D- BUSINESS COMMUNICATIONS I – 3(3-1-0) 60 HOURS

Course Schedule/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Material Covered</u>	<u>Requirements</u>
Week 1	Course outline, pretest, interviews		Complete pre-test, introductions and technology
Weeks 2 - 4	<ul style="list-style-type: none"> Communicating in a Changing World The Research Process Words Sentences 	Chapter 1 and Connect sections on research, words & sentences Using GPRC Library resources	Complete material on Connect site for topics covered. Quizzes on Chapter 1, Words, & Sentences Submit research paper topic & thesis
Weeks 5 - 7	<ul style="list-style-type: none"> Critical Reading The Writing Process APA format Grammar 	Connect Sections Midterm Exam	Complete Connect sections for topics covered. Quiz on Grammar. Submit formal outline for research paper. Complete mid-term exam.
Weeks 8 - 10	<ul style="list-style-type: none"> Punctuation Plus A & B Giving a presentation 	Connect Sections Chapter 12	Complete Connect sections for topics covered. Quizzes on Punctuation Plus B & C Complete and submit research paper at the end of week 10.
Weeks 11 - 13	<ul style="list-style-type: none"> Punctuation Plus C Adapting to audiences Communicating across cultures 	Connect Sections Chapters 2 & 5	Complete Connect sections for topics covered. Quizzes on Punctuation Plus C, Chapters 2 & 5 Prepare and deliver presentation Final exam to be scheduled during exam period

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



DEPARTMENT OF BUSINESS AND OFFICE ADMINISTRATION

COURSE OUTLINE – FALL 2015

BA 1010 SECTIONS A & D- BUSINESS COMMUNICATIONS I – 3(3-1-0) 60 HOURS

Course Policies:

All assignments must be word-processed. It is particularly important to save a copy of any written work submitted for credit or grading. 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 a class, it is the student's responsibility to go through the information 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, text, 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.

Examinations:

Nine quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled at the end of the semester during the final exam period, December 10 to 19 inclusive. Please ensure that you do not have or make commitments that will interfere with completing this part of the course.

Statement on Plagiarism:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf

**Note: all Academic and Administrative policies are available on the same page.

Updated August 28, 2015