



# Grande Prairie Regional College

## School of Business

### Department: Business Administration and Commerce

#### COURSE OUTLINE - Fall 2007

#### BA 1010 Business Communications I E2

3 (3-1-0) 60 Hours

**Instructor** Doreen Lakusta

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**Office** TBA

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**Class Schedule:** Tuesdays, 6:00 p.m. – 10:00 p.m.

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

Norton, S., Green, B., and Waldman, N. (2002) *The Bare Essentials Plus (Second 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.

#### **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; as well, there is a one hour lab component at the discretion of the instructor.

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

The course work includes lectures, class discussions, group work, in-class exercises, and individual student presentations, both written and oral. Because the class is scheduled

only once a week, good attendance is essential. Class work is **NOT** available on-line, be e-mail, by phone, etc. Students need to be in class.

**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.

A secondary objective is to have students actually enjoy learning to use the English language effectively. To achieve that, there will be numerous assignments that might even be considered as “fun.”

**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:**

Written Assignments: Biography 10% Memo 5% Assignments/Workbook 5% Informal Report 5% Research Paper 30%	55%
In-Class Tests/Quizzes	20%
Oral Presentation	15%
Final Exam (scheduled by the Registrar)	10%
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 at least 40% 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+	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:**

Writing is a process. Most writing assignments will involve multiple drafts to enable students to generate accurate, concise, well-written material.

All assignments must be word-processed or typewritten and submitted in hard copy.

Students are required to save computer drafts of each written assignment as a separate computer file. For each assignment, students are required to submit the final, revised work as well as the draft(s). 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. Voice mail or e-mail notification is fine. The test/quiz will usually then be written in the next scheduled lesson. Failure to notify the instructor of an absence will result in a grade of 0. Because the class meets only once a week, keeping up is critical.

It is expected that assignments will be handed in at the beginning of 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. This is to be done prior to the beginning of class.
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. Ask the cashier to date stamp the assignment.
4. Confirm with the instructor the receipt of the assignment.

**Course Schedule/Timeline: TBA**

<b><u>Topic</u></b>	<b><u>Required Reading</u></b>
Course outline, Spelling	Chapters 1 - 4
Sentence Structure	Chapters 5 - 11
Writing a College Paper	Chapters 23 - 25
Student Presentations	Instructor handouts
Writing a college Paper	Chapters 26 - 27
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.

**Statement on Plagiarism:**

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