



DEPARTMENT OF Department of Business

COURSE OUTLINE - Fall 2014

BA 1010A Business Communications I - 3 (3-1-0) 60 Hours

INSTRUCTOR: Raymond Savage **PHONE:** 780.539.2712
OFFICE: C404 **E-MAIL:** rsavage@gprc.ab.ca

OFFICE HOURS: By appointment or Drop in

PREREQUISITE(S)/COREQUISITE:

None

REQUIRED TEXT/RESOURCE MATERIALS:

Norton, S., Green, B. (2014) The Bare Essentials; Form A, Eight Edition. Toronto: Thomson Nelson

[Note: This is a workbook. Do not buy a copy at the Used Book Sale.]

CALENDAR 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, 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: 5% • Final Draft: 20% 	25%
In-Class Tests/Quizzes <ul style="list-style-type: none"> • Quiz 1 10% • Quiz 2 10% • Quiz 3 10% 	30%
Interview with Instructor	5%
Oral Presentation	15%
Final Exam (scheduled by the Registrar)	25%
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.

EVALUATIONS:

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A⁺	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

STUDENT RESPONSIBILITIES:

To read, understand and comply with GPRC academic policies.

**Note: all Academic and Administrative policies are available at

<https://www.gprc.ab.ca/about/administration/policies/>

STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the College Policy on Student Misconduct: Plagiarism and Cheating at

https://www.gprc.ab.ca/files/forms_documents/Student_Misconduct.pdf

COURSE SCHEDULE/TENTATIVE TIMELINE:

<u>Week</u>	<u>Topic</u>	<u>Chapters</u>	<u>Notes</u>
1	Course outline	Ch:1	Norton & Green
2	Instructor Interviews		
3-4	Spelling	Ch:2-5	
5-6	Writing a college paper	Ch:23-25	
7-8	Sentence structure	Ch:6-11	
9-11	Student presentations	handouts	
12	Writing a college paper	Ch:26-27	
13-14	Grammar & Punctuation	Ch:12-22	
15-16	Review and Final Projects		

Course Policies:

Exams: Any missed exams will result in a grade of 0% without prior arrangements.

Quizzes: Any missed quizzes will be written during the next scheduled class or a grade of 0% will be assigned.

Projects/Assignments/Other:

- **DUE DATE** : Due without penalty at end of scheduled class
- **DEAD DATE**: Beginning of next scheduled class period after Due Date: 25% Penalty
- No_Projects/Assignments/Other will be accepted after the **DEAD DATE**