

**GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE**

**BA 101 BUSINESS COMMUNICATIONS I    3(3-2) FALL 91**

**INSTRUCTOR:**    Bill Corcoran

**OFFICE:**        C-211

**Office Hours:**    Monday, Wednesday:    8:00 - 9:00 a.m.  
                         Tuesday, Thursday:    8:30 - 9:30 a.m.  
                         Friday                    9:00 - 10:00 a.m.

**Telephone:**    539-2735

**TEXTS:**        1. Excellence in Business Communications.  
                         John V. Thill, Courtland L. Bovee,  
                         McGraw-Hill, Inc., 1991.

                         2. The Bare Essentials: Form B, 2nd Ed..  
                         Sarah Norton, Brian Green, Holt, Rinehart &  
                         Winston of Canada, Limited, 1988.

**PREREQUISITE:**    English 30 or 33

**COURSE DESCRIPTION:**    This course focuses on the principles of effective communications in business. Specific topics include business communication theory, planning effective business messages, principles of business writing, visual aids, document design, report writing, non-verbal communication, and public speaking.

                         The weekly labs cover grammar, sentence structure, and the revision and editing process.

**COURSE OBJECTIVE:**    The primary objective of this course is to improve both spoken and written communication skills. The course will not transform you into a prize-winning author or a public speaking champion. It will, however, provide you with the tools to plan, compose, and deliver an effective spoken or written business message.

**COURSE  
FORMAT:**

BA 101 consists of three hours of classwork and and two hours of lab weekly. The classwork will consist of lectures, class discussions, small group work, and individual student presentations.

The labs will run primarily on a workshop basis. Typically, this will include a short lecture followed by individual grammar exercises and tests.

**ASSIGNMENTS:**

The following assignments will determine your final course grade:

1. Summary report	5%
2. Quiz	10%
3. Memo report	5%
4. Proposal	10%
5. Research paper and progress report	15%
6. Speech	15%
7. Grammar labs	15%
8. Final exam	25%

You will receive an assignment booklet containing guidelines, instructions, and due dates for each of these assignments near the beginning of the course.

Assignments are due on the specified dates. If you feel that you have a valid reason for an extension, then please request it a minimum of 24 hours in advance. Unauthorized late assignments will not be graded.

You will be expected to complete various reading and writing assignments outside of class time, in addition to the graded course assignments.

**GRADING:**

Grande Prairie Regional College uses the following nine-point grading scale:

Grade	Percentage Equivalence
9	90-100
8	80-89
7	72-79
6	65-71
5	57-64
4	50-56
3	45-49
2	26-44
1	0-25

# BA 101: CLASS SCHEDULE 1991

WEEK	SFC	TOPIC(S)	TEXT	ASSIGNMENT DUE
1				
S. 6	abc	Course outline		
2				
S. 9, 11, 13	ac	Introduction	<u>E.B.C.</u>	
S. 10, 12	b	Basics of communication	Ch. 1	
3				
S. 16, 18, 20	ac	Communicating in orgs.	<u>E.B.C.</u>	
S. 17, 19	b	Planning communication Audience analysis	Ch. 2, 3	
4				
S. 23, 25, 27	ac	Organizing and composing	<u>E.B.C.</u>	Summary
S. 24, 26	b		Ch. 4	S. 23 ac
			<u>Form B</u>	S. 24 b
			Ch. 20, 21	
5				
S. 30 O. 2, 4	ac	Revising	<u>E.B.C.</u>	
O. 1, 3	b		Ch. 5	
			<u>Form B</u>	
			Ch. 22, 23	
6				
O. 7, 9, 11	ac	Formatting and design	<u>E.B.C.</u>	
O. 8, 10	b	Review	Ch. 10	
			p. 246-56 &	
			p. 265-71	
			Appendix B	
7				
O. 16, 18	ac	Quiz	<u>E.B.C.</u>	Quiz
O. 15, 17	b	Proposals	Ch. 10	O. 16 ac
			p. 260-3	O. 15 b
8				
O. 21, 23, 25	ac	Business research		Memo Rep.
O. 22, 24		Library		O. 21 ac
				O. 22 b
9				
O. 28, 30 N. 1	ac	Oral communication	<u>E.B.C.</u>	Proposal
O. 29, 31	b	Visual aids	Ch. 15	O. 30 ac
			p. 411-15	O. 31 b

**ATTENDANCE:**

Because your participation is important to the success of this course, you are expected to attend all classes. If you are unable to attend, please let your instructor know, preferably ahead of time. You are responsible for making sure that you do not miss anything due to your absence.

**FALL 1991**

BA 101: CLASS SCHEDULE 1991 (Cont.)

WEEK	SEC	TOPIC(S)	TEXT	ASSIGNMENT DUE
<b>10</b>				
N. 4,6,8	ac	Public speaking	<u>E.B.C.</u>	Prg. Rep.
N. 7,9	b		Ch. 16	N. 6 ac N. 7 b
<b>11</b>				
N. 13,15	ac	Public speaking		
N. 12,14	b			
<b>12</b>				
N. 18,20,22	ac	Public speaking		Speech
N. 19,21	b			T.B.A.
<b>13</b>				
N. 25,27,29	ac	Documenting sources	<u>E.B.C.</u>	
N. 26,28	b	Editing and proofreading	Appendix C	
<b>14</b>				
D. 2,4,6	ac	Editing and proofreading	<u>Form B</u>	R. Paper
D. 3,5	b		Ch. 24	D. 6 ac D. 5 b
<b>15-16</b>				
D. 9, TBA	ac	Review		All labs complete
D. 10, TBA	b	Final exam		D. 9 abc
				Final exam T.B.A. abc

E.B.C. = Excellence in Business Communications

Form B = The Bare Essentials: Form B

Assignments are to be handed in at the beginning of class on the day that they are due, unless an extension has been granted.

FALL 1991