

GRAND PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 101 BUSINESS COMMUNICATIONS Fall

INSTRUCTOR: L. E. BAILEY

CLASS HOURS: A2 T, R 8:00 a.m. - 8:20 a.m. PO
B2 M, W, F 8:00 a.m. - 10:00 a.m. PO
C2 M, W, F 12:00 p.m. - 12:50 p.m. E246

LABS: A2 W 3:00 p.m. - 4:50 p.m. PO
B2 T 3:00 p.m. - 4:50 p.m. POH
C2 M 3:00 p.m. - 4:50 p.m. POD

OFFICE: Administrative Building (Portable)

OFFICE HOURS: M, T, W 2:00 p.m. - 3:00 p.m.
or by appointment

TELEPHONE: 638-2959 (Office)
638-0314 (Home)

- TEXTS:
1. Business English: A Worktext with Programmed Reinforcement, 3rd ed., Keith Slocum, Glencoe Publishing Company, 1985.
 2. Effective Business Communications, 1st Can. ed., Murphy, Peck, O'Neill, McGraw-Hill, 1983.
 3. A standard College dictionary.

PREREQUISITE: English 30 or 33

COURSE
DESCRIPTION:

This course focuses on the principles of effective communication in business. Lectures cover communication skills - writing, speaking, reading and listening. Specific topics include summary writing, informal and formal report writing, audience analysis, graphic aids, oral presentations, researching current business literature, and correct business usage. The labs deal intensively with grammar, spelling, sentence structure and punctuation.

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COURSE

OBJECTIVES:

Successful completion of the course will enable you to communicate ideas and information clearly, concisely and effectively, both orally and in writing. More specifically you will learn to:

1. Understand and apply communication theory to the practice of speaking, writing, reading and listening.
2. Adapt your written and oral communication to your audience and purpose.
3. Write concisely, coherently and analytically.
4. Present information visually through graphic aids and formatting.
5. Select, analyze, evaluate, and organize information for business reports.
6. Master the conventions of business report writing.
7. Conduct research using current periodical literature.
8. Revise, edit and proofread your writing.
9. Deliver an effective oral presentation.
10. Master English grammar, punctuation, sentence structure, spelling and correct business usage.

COURSE

FORMAT:

BA 101 consists of three hours of classes and two hours of lab weekly. The classwork will consist of lectures, class discussion, group work and individual student presentations. All students are expected to actively participate. The weekly lab will run primarily on a workshop basis: an introductory presentation followed by individual, self-paced study and one-on-one consultation with the instructor. Students may be exempted from some of these labs following a diagnostic test during the first week of classes.

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Reading and writing assignments will be required outside of class time, and individual consultation with the instructor on specific assignments is expected.

ASSIGNMENTS: The following assignments will determine your final course grade:

- | | | |
|----|---------------------------------------|-----|
| a. | Lab quizzes (weekly) | 20% |
| b. | Summary of current periodical article | 10% |
| c. | Take-home quiz on visual aids | 5% |
| d. | Short memo report | 10% |
| e. | Oral presentation | 15% |
| f. | Final report (no extensions) | 15% |
| g. | Final exam | 25% |
| | (part I - grammar = 10%) | |
| | (part II - memo report = 15%) | |
2. Assignments are due on the specified dates. If you feel you have a valid reason for being granted an extension, contact me at least 24 hours before the deadline. Unauthorized late assignments will be docked 5% per day.
3. All assignments must be typed. If you need a typist, contact the Typing Registry at the Students' Association Office, E120, 539-2962. However, I encourage you to master word-processing on the computer. (See Bill Fletcher for permission to use the computer lab out of hours).
4. In addition to the above assignments, you will be expected to complete additional homework in preparation for class.

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GRADE: All final grades will be expressed according to the following nine-point scale.

<u>Grade</u>	<u>Percentage Equivalent</u>	
9	90 - 100	
8	80 - 89	
7	72 - 79	
6	63 - 71	
5	57 - 62	
4	50 - 56	Pass
3	43 - 49	Fail
2	36 - 42	
1	30 - 35	

ATTENDANCE: Attendance is mandatory. If there is a valid reason for your absence, please inform me, preferably ahead of time. You are responsible for catching up on assignments or class work covered during your absence.