

1987-88

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 101 BUSINESS COMMUNICATIONS I 3(3-2) Fall

- TEXTS:
1. Business English Essentials, 7th ed., Henderson & voiles, McGraw-Hill, 1987
 2. Effective Business Communications, 1st Can. ed., Murphy, Peck, O'Neill, McGraw-Hill, 1983.
 3. A standard College dictionary.

PREREQUISITE: English 20 or consent of instructor

COURSE DESCRIPTION: BA 101 focuses on the principles of effective communication in business. Lectures will cover communication theory and its relationship to the four communication skills - writing, speaking, reading, and listening - summary writing, patterns of exposition, research methods, audience analysis, use of graphic aids, informal and formal written and oral reports, correct business usage and non-verbal communication. A two-hour lab will deal intensively with grammar, spelling, sentence structure and punctuation.

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.

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2. Adapt your written and oral communication to your audience and purpose.
3. Write concisely, coherently and analytically.
4. Revise, edit and proofread your writing.
5. Present information visually through graphic aids and formatting.
6. Analyze, evaluate, select and organize information for business reports.
7. Master the conventions of business report writing.
8. Conduct research using current periodical literature.
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: a brief 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.

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

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- ASSIGNMENTS:
1. The following assignments will determine your final course grade:
 - a. Lab quizzes (weekly) 15%
 - b. Summary of current periodical article (due Mon., Oct. 5, in class) 10%
 - c. Take-home quiz on visual aids (Mon., Oct. 19) 5%
 - d. Set of formatted instructions (due Fri., Oct. 23, in class) 5%
 - e. Short memo report (due Mon., Nov. 2 in class) 10%
 - f. Oral presentation (week of Nov. 16 - 20) 15%
 - g. Final report (due Fri., Dec. 4 in class, no extensions) 15%
 - h. Final exam 25%
Between Dec. 10 -18 inc.)
(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).

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GRADING: 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	65 - 71	
5	57 - 64	
4	50 - 56	Pass
3	45 - 49	Fail
2	26 - 44	
1	0 - 25	

ATTENDANCE: Attendance is mandatory. If there is a valid reason for your absence, please inform me, preferably ahead of time. Excessive absenteeism (defined as more than three unexcused absences) may result in your final grade being reduced by one grade.

FALL 1987