

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

1988-89

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

INSTRUCTOR: Sandra Eaton
Office: Administration Building (Portable)
Hours: 12 - 1 p.m. Mon., Wed., Fri.
1:30 - 2:30 p.m. Tues., Thurs.
Telephone: 539-2959 (Office)
532-2236 (Home)

1. Business English: A Worktext with Programmed Reinforcement. 3rd Ed., Keith Slocum. Glencoe Publishing Company, 1985.

TEXTS: 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.

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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- ASSIGNMENTS:
1. 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.