

SEP 26 1990

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

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

INSTRUCTOR: Sandra Eaton

Office: Administration Building

Hours: Monday, Wednesday: 2-3 p.m.
Tuesday, Thursday: 3-4 p.m.
Friday: 11-12 p.m.

Telephone: 539-2959 (office)
532-2236 (home)

TEXTS: 1. Impact : A Guide to Business Communication
2nd Ed., Margot Northey, Prentice-Hall, 1990.
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 communication in business. Specific topics include theoretical considerations of business communication, strategies for effective on-the-job communication, principles of business writing, audience analysis, visual aids, document design, writing for the public, report writing, non-verbal communication and public speaking.

The weekly labs cover word-processing (WordPerfect 5.0), grammar, sentence structure, and editing.

COURSE FORMAT: BA 101 consists of three hours of classwork and two hours of lab weekly. The classwork will consist of lectures, class discussion, group work and individual student presentations. Everyone is expected to actively participate.

One of the major course projects will be the production of a tour guide for TRIP, the Trumpeter Regional Initiative Project, which will provide you with hands-on experience of many of the topics you will be covering in class.

The labs will be held in the computer lab and will run primarily on a workshop basis.

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

1. Summary report	10%
2. Memo report	10%
3. Midterm quiz	5%
4. Computer Proficiency Exam	15%
5. Proposal	10%
6. Speech	15%
7. TRIP project	10%
8. Final exam	25%

You will receive an assignment booklet containing guidelines, instructions and due dates for each of these assignments at 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 be marked but not graded.

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

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

<u>Grade</u>	<u>Percentage Equivalence</u>
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

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 you don't miss anything due to your absence.