

GRANDE PRAIRIE REGIONAL COLLEGE
Business Administration

BA 1020 BUSINESS COMMUNICATIONS 2,
3 (3-1-0) 60 Hours
Winter 2005

Instructor: Barbara Chen	Phone: 539-2971
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Office Hours:	Wednesdays: 1:00-2:00 and 4:00-6:00; by appointment; or, on a drop-in basis if I am free.

COURSE DESCRIPTION:

Building on concepts covered in BA1010, this course focuses on specific forms of business and employment communication: business letters and memos, resumes, job application letters, interviews, formal reports, business meetings, and essentials of graphic design.

REQUIRED TEXT:

Boone, L., Kurtz, D.L., Block, J.R., Kilgour, E., & Kilgour, L. (1999). *Contemporary Business Communication* (Canadian ed.) Scarborough, ON: Prentice Hall.

COURSE FORMAT:

BA 1020 consists of four hours of instructional time each week. The course work includes lectures, class discussions, small group work, in-class exercises, and student presentations.

COURSE OBJECTIVES:

- To understand and apply the techniques for composing specific forms of effective business letters and memoranda that meet the needs of both the sender and the target audience
- To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives
- To understand the importance of careful preparation and planning in all forms of employment communications, and to demonstrate the use of a professional approach in a job competition
- To demonstrate the use of persuasive communication techniques in both oral and written formats
- To effectively present an analysis of a situation using a formal report format
- To appreciate the key components of graphic design, and to demonstrate basic layout and visual conventions appropriate to a business environment
- To develop team-work skills through working in groups

COURSE EVALUATION:

Attendance/Participation	10%
Assignments:	
Business Letters 10%	
Job Package 20%	
Employment Interview 10%	90%
Business Conference 10%	
Graphic Design Project 10%	
Business Meeting 10%	
Formal Report 20%	
TOTAL	100%

NOTE: In order to pass BA 1020, ALL assignments must be completed

GRADING:

GPRC uses the alpha grading system. Letter grades will be converted to a 4-point equivalence for the calculation of grade point averages. (See page 33 in the 2004/05 GPRC Calendar for more information).

PERCENTAGE	ALPHA GRADE	4-POINT EQUIV.
90 – 100%	A+	4.0
85 – 89%	A	4.0
80 – 84%	A-	3.7
76 – 79%	B+	3.3
73 – 75%	B	3.0
70 – 72%	B-	2.7
67 – 69%	C+	2.3
64 – 66%	C	2.0
60 – 63%	C-	1.7
55 – 59%	D+	1.3
50 – 54%	D	1.0
0 – 49%	F	0.0

TRANSFERABILITY:

Upon completion of the Business Administration Diploma, this course transfers under a block transfer agreement toward a Bachelor of Management degree with Athabasca University or the University of Lethbridge. There is also now an articulation agreement with the University College of the Cariboo (Kamloops BC) for recognition on a course-by-course basis towards a Bachelor of Business Administration degree.

COURSE POLICIES:

Regular attendance is critical to success in BA 1020. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete assigned readings, in-class work, and assigned homework.

All assignments must be word-processed or typewritten.

Students are required to save computer drafts of each written assignment as a separate computer file. For each assignment, students are required to submit the final, revised work as well as the draft(s). It is particularly important to save a copy of any written work handed in for credit or grading.

Assignments are due on the dates set by the instructor. If there is a **valid** reason for an extension, it must be requested *prior* to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade. An extension for the Formal Report will only be allowed under extreme circumstances.

It is expected that assignments will be handed in during the lesson. If a student does not hand in an assignment when it is due, the procedure is as follows:

1. Advise the instructor that the assignment has not been submitted and confirm the date it will be submitted.
2. When the assignment is completed, keep a digital or hard copy of it.
3. Deliver the assignment to the Cashier's Office where it will be placed in the instructor's mailbox.
4. Confirm with the instructor receipt of the assignment.

IMPORTANT DATE: - Mark Your Calendar!

The **BA Business Conference** will be held on Wednesday, March 16, 2005. All BA classes will be cancelled that day in order to allow students to attend this great event. There is a 1020 assignment related to the conference. Students who fail to attend the conference for any reason will be assigned alternate work deemed equivalent to what was missed at an all-day conference.

BA 1020 BUSINESS COMMUNICATION 2 WINTER SEMESTER SCHEDULE*

* subject to change

Dates:	Topics / Readings:	Assignments
Jan 4 – 7	Business Writing: Letters & Memos p. 563-579 : Appendix 1: Preparing Business Documents	
Jan 10–14	Chapter 7: Writing Direct Requests	January 13: Business Letter 1
Jan 17–21	Chapter 8: Writing Good News, Goodwill & Informative Messages Chapter 9: Delivering Bad News	
Jan 24–28	Chapter 10: Writing Persuasive Messages Chapter 14: Organizing & Writing Proposals	January 27: Business Letter 2
Jan 31 – Feb 4	The Job Package Chapter 17: Targeting Your Career: Resumes & Cover Letters	
Feb 7 – 11	Employment Interviews Chapter 18: Effective Employment Interviewing	
Feb 14–18	Chapter 5: Building Business Documents Chapter 11: Planning & Researching Business Reports & Proposals	February 15: Job Package, Draft 1
Feb 21 - 25	Winter Break – no classes	
Feb 28 – Mar 4	Formal Report Chapter 13: Organizing & Writing Reports	
Mar 7 – 11	March 8, 10, 11: Employment Interview Simulation	March 8: Job Package, Final Draft
Mar 14–18	Graphic Design March 16: BA Business Conference March 17: Last day for withdrawing with permission	March 15: Interview Memo
Mar 21–25	Graphic Design	March 24: Conference Assignment
Mar 28 – Apr 1	Business Meetings Chapter 16: Oral Communication in Groups	March 31: Graphic Design Project
Apr 4 – 8	Business Meetings	In Class: Business Meeting Simulation & Minutes
Apr 11 - 14	Formal Report – Editing	April 14 by 12:00 noon: Formal Report

**Students are expected to read the assigned chapters prior
to the week in which that material will be discussed.**