

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1993

INSTRUCTOR: Bill Corcoran

OFFICE: C-211

OFFICE HOURS: Monday and Wednesday 8:00 - 9:00 a.m.
Tuesday and Thursday 10:00- 11:00 a.m.
or by appointment

TELEPHONE: 539-2735

REQUIRED TEXTS:

1. John Thill and Courtland Bovee, Excellence in Business Communications (New York: McGraw-Hill Inc., 1991).
2. A college-level dictionary of your choice

RECOMMENDED TEXT:

1. A writer's handbook or style guide

PREREQUISITE: BA 1010, approved English course, or instructor's consent

COURSE DESCRIPTION:

Building upon BA 1010, BA 1020 will cover specific forms of business and employment communication: business letters and memos, resumes, job application letters, interviews, formal reports, and meetings.

COURSE OBJECTIVES:

1. 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.
2. To realize the importance of conducting effective meetings and to apply the techniques that allow meetings to achieve objectives.
3. To understand the importance of careful preparation and planning in all forms of employment communication and to demonstrate the use of a professional approach in a job competition.
4. To demonstrate the use of effective techniques in a specialized business oral presentation.
5. To critically evaluate an experience and present the analysis in a formal report.

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**COURSE
FORMAT:**

BA 1020 consists of three hours of classwork and two hours of lab weekly. The classwork will include lectures, class discussions, small group work, and individual student presentations.

The labs will be used for previewing, reviewing, and evaluating assignments.

ASSIGNMENTS:

The following tests and assignments will determine your final grade:

- | | |
|----------------------------------------------|-----|
| 1. Business letters and memos (3 @ 5X) | 15X |
| 2. Business letters and memos quiz | 10X |
| 3. Business meeting | 10X |
| 4. Job package and interview | 15X |
| 5. Attendance at 1993 Business Conference . | 5X |
| 6. Specialized speech | 25X |
| 7. Formal report and progress updates | 20X |

Due to the extensive scope and number of assignments in BA 1020, there will be no final exam.

You will receive an assignment booklet containing guidelines, instructions, and due dates for each of these assignments near the beginning of the course.

Assignments are due on the specified date. 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 not be graded.

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

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

90 - 100%	9
80 - 89	8
72 - 79	7
65 - 71	6
57 - 64	5
50 - 56	4
45 - 49	3
26 - 44	2
0 - 25	1

ATTENDANCE: Because your participation is important to the success of the course, you are expected to attend ALL classes. If you are unable to attend, please let me know, preferably ahead of time. You are responsible for obtaining any notes or handouts you may have missed due to an absence.

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BA 1020: CLASS SCHEDULE 1993
Section A & B

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Jan. 6, 8	-Course outline -Direct requests	<u>E. B. C.</u> Ch. 6	
Jan. 11, 13, 15	-Direct requests -Good-news messages	<u>E. B. C.</u> Ch. 7	Case #1 Jan. 15
Jan. 18, 20, 22	-Bad-news messages -Persuasive messages	<u>E. B. C.</u> Ch. 8, 9	Case #2 Jan. 20
Jan. 25, 27, 29	-Persuasive messages -Formal reports -Review	<u>E. B. C.</u> Ch. 11	Case #3 Jan. 27
Feb. 1, 3, 5	-Quiz -Business meetings	<u>E. B. C.</u> p. 419-24	Quiz Feb. 1 Case #4 Feb. 3
Feb. 8, 10, 12	-Business meetings		Prog. #1 Feb. 10
Feb. 17, 19	-Business meetings		Meeting T. B. A.
Feb. 22-26	READING WEEK		
Mar. 1, 3, 5	-Formal reports -The job package	<u>E. B. C.</u> Ch. 12, 13	
Mar. 8, 10, 12	-The job package -Employment interviewing	<u>E. B. C.</u> Ch. 14	Prog. #2 Mar. 10
Mar. 15, 17, 19	-Employment interviewing -1993 Business Conference		Job Pkg. Mar. 17 Bus. Conf. T. B. A.
Mar. 22, 24, 26	-Employment interviewing		Interview T. B. A.
Mar. 29, 31 Apr. 2	-Specialized speeches	Handouts	

BA 1020: CLASS SCHEDULE 1993 (Continued)
Section A & B

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Apr. 5, 7	-Student speeches		Speech T.B.A.
Apr. 12, 14, 16	-Student speeches -Formal reports		For. Rp. Apr. 16

E.B.C. = Excellence in Business Communications

Form B = The Bare Essentials: Form B

Assignments are to be handed in at the beginning of class on the day that they are due unless an extension has been granted.

BA 1020: LAB SCHEDULE 1993
Section A & B

DATE	TOPIC(S)
Jan. 11	-Assignment Manual -Case #1
Jan. 18	-Return Case #1 -Case #2
Jan. 25	-Return Case #2 -Case #3
Feb. 1	-Return Case #3 -Case #4
Feb. 8	-Return Quiz -Return Case #4
Feb. 15	NO LAB - Family Day
Feb. 22	NO LAB - Reading Week
Mar. 1	-Formal report
Mar. 8	-Job package
Mar. 15	-Job package
Mar. 22*	-Employment interviews
Mar. 29*	-Employment interviews
Apr. 5*	-Student speeches
Apr. 12	-Formal report

* Note: The lab time on March 22, March 29, and April 5 will be used to evaluate student presentations (i.e., the Employment Interview and the Specialized Speech).

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