

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1994

INSTRUCTOR: Bill Corcoran

OFFICE: C-307

OFFICE HOURS: Monday and Wednesday 8:00 - 9:00 a.m.
Thursday and Friday 10:00- 11:00 a.m.

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 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 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 BA 1020 consists of three hours of classwork and
FORMAT: one hour of lab weekly. The classwork will include
lectures, discussions, small group work, and
individual student presentations.

ASSIGNMENTS: The following tests and assignments will determine
your final grade:

1. Business letters and memos (3 @ 5%)	15%
2. Quiz (2 @ 5%).....	10%
3. Brochure or Commercial.....	10%
4. Business meeting	10%
5. Job package and interview	20%
6. Attendance at 1993 Business Conference .	5%
7. Specialized speech	10%
8. Formal report and progress updates	20%

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, if
accepted, will have a 50% late penalty applied to
the grade.

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 and labs. 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.

WINTER 1993 (revised December 1993)

BA 1020: CLASS AND LAB SCHEDULE 1994
Section A & B

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Jan. 5,7	-Course outline -Direct requests	<u>E.B.C.</u> p. 123-25	
Jan. 10,12,14	-Direct requests -P.R.O -Good-news messages -Bad-news messages	<u>E.B.C.</u> p. 148-9, p. 160-4, p. 181-88 & handout	BC #1 Jan. 14
Jan. 17,19,21	-Persuasive messages -Brochures	<u>E.B.C.</u> Ch. 9 & handout	
Jan. 24,26,28	-Commercials -Formal reports	handout & <u>E.B.C.</u> p. 280-86, p. 295-97	BC #2/3 Jan. 24
Jan. 31 Feb. 2,4	-Quiz -Business meetings	<u>E.B.C.</u> p. 419-24	Quiz #1 Jan. 31
Feb. 7,9,11	-Brochure and commercial competitions -Business meetings		Br or Cml Feb. 7 Prog. #1 Feb. 11
Feb. 14,16,18	-Business meetings -Business meetings simulation		Meeting Feb 16/18
Feb. 21-25	READING WEEK		
Feb. 28 Mar. 2,4	-Formal reports -The job package	<u>E.B.C.</u> Ch. 12,13	
Mar. 7,9,11	-The job package -Employment interviewing	<u>E.B.C.</u> p. 385-98	Prog. #2 Mar. 7
Mar. 14,16,18	-Employment interviewing -1993 Business Conference	<u>E.B.C.</u> p.415-19	Job Pkg. Mar. 14 Bus.Conf. T.B.A.
Mar. 21,23,25	-Employment interviewing		Quiz #2 Mar. 21 Interview T.B.A.

BA 1020: CLASS AND LAB SCHEDULE 1994 (Continued)
Section A & B

DATE	TOPIC(S)	READING	ASSIGNMENT DUE
Mar. 28,30	-Persuasive speaking	Handouts	
	-Entertaining speaking		
Apr. 4,6,8	-Entertaining speaking		Speech
	-Student speeches		T.B.A.
Apr.11,13,15	-Student speeches		For. Rp.
	-Formal reports		Apr. 15

E.B.C. = Excellence in Business Communications

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

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