

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1997

INSTRUCTOR: Bill Corcoran

OFFICE: C-307

OFFICE HOURS: Monday to Thursday 8:30 - 9:30 a.m.
or by appointment

TELEPHONE: 539-2735

REQUIRED TEXTS AND MATERIALS:

1. Northey, Margot. *Impact: A Guide to Business Communication*. Scarborough, ON: Prentice-Hall, 1993.
2. *The BA 1020 Assignment Manual*. (Available in the Bookstore.)
3. *The BA 1020 Course Materials Package*. (Available in the Bookstore.)
4. A college-level dictionary of your choice.

TEXT USAGE: *Impact* will be used for most topics in the course. *The Assignment Manual* provides detailed instructions about the course assignments. *The Course Materials Package* contains numerous examples and supplementary notes.

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 FORMAT: BA 1020 consists of four hours of instruction weekly. The classwork will include lectures, class discussions, small group work, simulations, previewing and reviewing assignments, and student presentations.

**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 persuasive communication techniques in both oral and written formats.
5. To effectively present an analysis of a situation using a formal report format.
6. To develop team work skills through working in groups.

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

PLEASE NOTE: All full-time BA students are expected to attend the BUSINESS CONFERENCE day in mid-March. Failure to attend will result in a 5 percent reduction in your final grade.

BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1997

ASSIGNMENTS: The following components will determine your final grade:

- | | |
|---|--------|
| 1. Attendance | 15% |
| 2. Business correspondence | 10% |
| 3. Job package | 15% |
| 4. Employment interview | 5% |
| 5. Business meeting simulation | 10% |
| 6. Exam | 10% |
| 7. Persuasive communications assignment ... | 10% |
| 8. Formal report | |
| - Progress report I | credit |
| - Progress report II | credit |
| - Final report | 25% |

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

Assignments are expected to be handed in at the start of class on the day that they are due. However, to allow for last minute revisions, computer disk problems, etc., written assignments will be accepted up to 3 p.m. on the due date. Assignments submitted after this time will be considered late.

If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.

Unauthorized late assignments, if accepted, will have a 15% per day late penalty applied to the assignment grade.

All hand-in assignments must be word processed or typewritten.

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

PLEASE NOTE: To receive a grade in this course, you must complete all assignments. If you fail to hand in one or more assignments, you will be assigned a grade of INCOMPLETE.

BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1996

ATTENDANCE: To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 15 percent of the course grade will be determined by class attendance.

- ATTENDANCE WILL BE TAKEN AT EVERY CLASS AND LAB WHICH THE ENTIRE CLASS IS REQUIRED TO ATTEND.
- The attendance grade will be calculated according to the following formula:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{.75 \times \text{Total classes}}$$

EXAMPLE

Joe had 5 unexplained absences out of 52 classes:

$$\text{Attendance Grade} = 1 - \frac{5}{.75 \times 52} = 1 - .385 = .615 = 61.5\%$$

Therefore, Joe would receive .615 x 15% = 9.2 out of 15 attendance marks.

3

- A scheduled class that occurs on the same day as a test in another class will count double for attendance marks (i.e., do not skip BA 1020 to study for a test in another class.)
- Attendance also includes coming to class prepared (i.e. assigned homework and reading completed) and coming to class on time.

As adult students with other responsibilities, you may encounter situations which prevent you from attending a scheduled class. If you must miss a class, please inform me, preferably before your absence. (Call my office, 539-2735). Upon your return, please show me that you have received a copy of the notes you missed from another student. If both these things are done, you will be eligible for the attendance marks for the class(es) which you missed.

BA 1020: CLASS SCHEDULE 1996
Section A & B

DATE	TOPIC(S)	TEXT READING	ASSIGNMENT DUE
Jan. 6,8,10	-Course outline -Letter/Memo Format -Direct/Indirect Approach -Good news/Bad news plan -Types of business letters	Impact Ch. 5 & 6	
Jan. 13,15,17	-Persuasive writing -Short proposals -Types of Business Letters -Practice letter review	Impact Ch.7 & p.150	Practice Letter Jan. 13
Jan. 20,22,24	-The job package	Impact p.188-203	Letters Jan. 20
Jan. 27,29,31	-The job package		
Feb. 3,5,7	-Employment interviewing	Impact p.203-05	Job Pkg. Feb. 3
Feb. 10,12,14	-Employment interviewing -Formal report - planning - format	Impact p.135-50	
Feb. 19,21	-Interview role plays		Interview T.B.A.
Feb. 24-28	READING WEEK		
Mar. 3,5,7	-Business meetings -Formal report-graphics	Impact p.178-83 p.124-28	Progress Report I Mar. 7
Mar. 10,12,14	-Business meetings -Business conference		
Mar. 17,19,21	-Business meeting role plays -Exam		Exam Mar. 17 Meeting T.B.A.
Mar. 24,26	-Persuasive communications	Impact Ch. 7	
Mar. 31 Apr. 2,4	-Persuasive communications -Group presentations	Impact p.164-77 (review)	Group Present T.B.A.
Apr. 7,9	-Group presentations		For. Rpt. Apr. 9