

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

JAN 27 1998

**BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1998**

**INSTRUCTOR:** Colleen Holler

**OFFICE:** C 218

**OFFICE HOURS:** Monday to Thursday 9:00 - 10:00 a.m.  
or by appointment

**TELEPHONE:** 539-2712[w] 766-2567[h]

**REQUIRED  
TEXTS AND  
MATERIALS:**

1. Huseman, Richard, et al. *Business Communications: Strategies and Skills*. Montreal, Canada: Harcourt Brace, 1996
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:** *Strategies and Skills* 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.

## BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1998

**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 |

**BA 1020 BUSINESS COMMUNICATIONS II 3(3-1) WINTER 1998**

**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) FALL 1997

**ATTENDANCE:** To get the most out of this course, regular attendance and participation in class activities are 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.*

5

- 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, 539-2712). 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.