

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 1020 BUSINESS COMMUNICATIONS II (4) WINTER 1999

INSTRUCTOR:	Kay Griffiths
OFFICE:	C 217
OFFICE HOURS:	Tuesday and Thursday 3:00 - 4:00 p.m. or by appointment
TELEPHONE:	539-2711[w] 532-6506[h]
REQUIRED MATERIALS:	1. <i>Impact: A Guide to Business Communications (fourth edition)</i>
	2. <i>The BA 1020 Assignment Manual.</i> (Handed out in class)
	3. A college-level dictionary of your choice.
TEXT USAGE:	<i>Impact</i> will be used for most topics in the course. <i>The Assignment Manual</i> provides detailed instructions about the course assignments.
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, public relations media, resumes, job application letters, interviews, formal reports, and meetings.
COURSE FORMAT:	BA 1020 consists of four hours of instruction weekly. The class work will include lectures, class discussions, small group work, simulations, previewing and reviewing assignments, and student presentations.

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COURSE

OBJECTIVES:

1. To 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 plan and conduct effective meetings and to apply the techniques that allow meetings to achieve objectives.
3. To prepare and plan all forms of employment communication and to demonstrate the use of a professional approach in a job competition.
4. To use persuasive communication techniques in both oral and written formats.
5. To analyse a situation and present the results of that analysis in a formal report.
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.

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ASSIGNMENTS: The following components will determine your final grade:

1. Attendance	10%
2. Textbook Assignment.....	5%
3. Business correspondence	10%
4. Job package	15%
5. Employment interview	5%
6. Business meeting simulation	10%
7. Exam	10%
8. Persuasive communications assignment ...	10%
9. 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. 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 unless otherwise stated.
- 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.

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ATTENDANCE: To get the most out of this course, regular attendance and participation in class activities is required. Accordingly, 10 percent of the course grade will be determined by class attendance and participation.

The attendance grade will be calculated according to the following formula:

$$\text{Attendance Grade} = 1 - \frac{\text{Unexplained Absences}}{.25 \times \text{Total classes}}$$

EXAMPLE

Joe had 5 unexplained absences out of 52 classes:

$$\begin{array}{l} \text{Attendance} = 1 - \frac{5}{52} = 1 - .096 = .904 \\ \text{Grade} \quad \quad .25 \times 52 \end{array}$$

Therefore, Joe would receive .904 x 15% = 13.6 out of 15 attendance marks.

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- 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.

If you must miss a class, please inform me, preferably before your absence. (Call my office, 539-2712). We may be able to make other arrangements for marked assignments.