

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

1985-86

BA 102 - BUSINESS COMMUNICATIONS I

- TEXTS: Effective Business Communications: Murphy, Peck
The Business Writer's Handbook: Brusaw, Alfred Oliu
- PREREQUISITE: BA 101 or consent of instructor.
- COURSE DESCRIPTION: Business letters, resumes, memoranda, and short reports. Oral communications and small-group discussions.
- COURSE OBJECTIVES:
1. The primary goal is the precise, concise, clear communication of business information. Toward this end, standards of grammar, of visual presentation, of organization, and of other aspects of written communication are taught and reinforced.
 2. This class will make you aware of the need to consider your audience whenever you write.
 3. This class will reinforce your knowlege of resources which are available in your field.
 4. You will have the opportunity to establish contacts in the local business community by conducting primary research for your formal written report.
 5. The importance of oral communication will be strongly emphasized.
 6. Principles of Effective Business Writing will be taught in keeping with the overall objectives of the Administrative Studies programme.

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GRADING:

1. Assignments are due on the dates set by the instructor. Assignments may be handed in early, but only in exceptional circumstances may assignments be handed in late without penalty.

2. The final course grade is determined by the following scale:

Letters/Memos	20%
Formal Written Report	25%
Oral Presentations	

#1	5%	Short Speech	
#2	5%	Simulated Job Interview	
#3	15%	Oral presentation of Formal Report	25%

Final	20%
Exercises/Quizzes	10%

3. All grades will be expressed in stanine.

ATTENDANCE:

1. Attendance is mandatory. Excessive absenteeism (defined as more than three unexcused absences) may result in your grade being reduced by one stanine. At the instructor's discretion, you may be forced to withdraw from the course with a grade of ABF after final withdrawal deadline.
2. Any assignments missed during your unexcused absence are recorded as zero.
3. Chronic lateness will not be tolerated.