

1986-87

GRANDE PRAIRIE REGIONAL COLLEGE
BUSINESS ADMINISTRATION
COURSE OUTLINE

BA 102 - BUSINESS COMMUNICATIONS II 3(3-1)Winter

REQUIRED TEXT: Effective Business Communications (Murphy and Peck, McGraw-Hill Ryerson)

OPTIONAL TEXT: The Business Writer's Handbook (Brusaw, Alred and Oliu, St. Martin's, 1982).

PREREQUISITE: BA 101, an approved English course, or consent of the instructor.

COURSE DESCRIPTION: As a continuation of BA 101, BA 102 will cover primary research methods, business letters, resumes, job application letters, memoranda, minutes and short to medium-sized reports. Oral communication will include simulated job interviews, business meetings and a discussion of non-verbal communication.

EXPANDED COURSE DESCRIPTION: BA 102 is a course in college level writing and oral communication, the purpose of which is to teach you the skills necessary for communicating effectively in business and continue to reinforce your grasp of English grammar, correct business usage, diction, sentence structure, punctuation and spelling. The course will emphasize the importance of non-verbal communication, group dynamics and role playing.

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Business correspondence and the writing of formal problem-solving reports will receive roughly the same amount of emphasis, with as much time as possible devoted to oral communication including short speeches, oral presentations, interviewing techniques, panel discussions and informal debates. As well, the preparation and use of visual aids and strategies for participating effectively in groups and running meetings productively will be discussed.

ASSIGNMENTS:

1. The final course grade will be determined by the following assignments:

| | |
|------------------------------------|-----|
| a. letters/memos | 20% |
| b. written reports | 20% |
| c. resume | 5% |
| d. simulated job interview | 10% |
| e. proposal/problem solving report | 10% |
| f. in-class writing | 10% |
| g. exercises and quizzes | 10% |
| h. final exam | 15% |

2. Assignments are due on the dates set by the instructor. If you feel you have a valid reason for being granted an extension, contact me at least 24 hours before the deadline. Unauthorized late assignments will be docked 5 marks per school day.
3. All assignments must be typed. If you need a typist, contact the Typing Registry at the Student's Association. Office E120, 539-2962.

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GRADING: All grades will be converted to stanine using the following scale:

| <u>Verbal Description</u> | <u>Grade</u> | <u>Percentage Equivalents</u> |
|---------------------------|--------------|-----------------------------------|
| Excellent | 9 | 90 - 100 |
| (First Class) | 8 | 80 - 89 |
| Good | 7 | 72 - 79 |
| (Second Class) | 6 | 65 - 71 |
| Pass | 5 | 57 - 64 |
| | 4 | 50 - 56 |
| Conditional | 3 | 45 - 49 |
| Pass/Fail | | |
| Fail | 2 | 26 - 44 |
| | 1 | 0 - 25 |

- ATTENDANCE:
1. Attendance is mandatory. Excessive absenteeism (defined as more than three unexcused absences) may result in your grade being reduced by one stanine. If you cannot attend a class, please notify your instructor beforehand.
 2. Any assignments missed during your unexcused absence are recorded as zero.
 3. Chronic lateness will not be tolerated.