

1986-87

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

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

INSTRUCTOR: Sandra Eaton

OFFICE: Admin. Building

HOURS: M., W., F., 9:00 - 11:00

TELEPHONE: 539-2959 (Office)  
532-2236 (Home)

REQUIRED TEXT: Effective Business Communications (Murphy and Peck, McGraw-Hill Ryerson, 1983)

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: Building upon BA 101, BA 102 will cover specific forms of written and spoken business communication: business letters, memoranda, resumes, job application letters, specialized messages, formal reports and business meetings, as well as simulated job interviews.

COURSE FORMAT: Classes will consist of brief lectures, collaborative group exercises, class discussion and individual writing practice. All students are expected to attend and actively participate. There will be textbook readings and exercises for homework in addition to formal assignments.

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

a. Employment Communication 25%  
resume = 5%  
simulated job interview = 10% + 10%

PAGE 2

- b. Letters and Memos (due Friday mornings in class) 25%
- c. Formal Report 25%
- d. Final Exam 25%
  - Part I, multiple choice = 10%
  - Part II, letters and memos = 15%

GRADING: All grades will be converted to the following nine-point scale:

GRADE	PERCENTAGE EQUIVALENTS
9	90 - 100
8	80 - 89
7	72 - 79
6	65 - 71
5	57 - 64
4	50 - 56
3	45 - 49
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 me beforehand.
  2. Any assignments missed during your unexcused absence are recorded as zero.
  3. Chronic lateness will not be tolerated.