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 - 10 a.m.

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

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 the
                 consent of the instructor.

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

COURSE   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%

    b.   Letters and Memos   25%
        (due Friday mornings in class)

    c.   Formal Report   25%

    d.   Final Exam   25%

2.   All assignments must be typed

3.   Assignments are due on the dates set by the instructor on the class schedule. However, extensions are granted if you have a valid reason and if you apply a minimum of 24 hours ahead of the due date.

4.   Late assignments will be docked 5% per day.

GRADING: All final 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. If you cannot attend a class, please notify me beforehand.

              2.   Any assignments missed during an unexcused absence will be recorded as zero.

              3.   Chronic lateness will not be tolerated.