

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 12:00-1:00 p.m. & M 2:00-3:00 p.m. or by appointment

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 DESCRIPTION: Building upon BA 101, BA 102 will cover 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:

<u>Grade</u>	<u>Percentage Equivalents</u>
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.