

1990-91

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

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

REQUIRED TEXT: Impact: A Guide To Business Communication,  
2nd ed., Margot Northey, Prentice-Hall, 1990

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 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%