

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

81/82

BA 102 - BUSINESS COMMUNICATIONS I

- TEXT: Body Language; Fast, Julius  
Effective Business Communications; Murphy & Peck  
The Business Writer's Handbook; Brusaw, Alred & Oliu
- PREREQUISITE: BA 101.
- COURSE DESCRIPTION: Business letters, resumes, memoranda, and short reports. Oral communications and small-group discussions.
- COURSE OBJECTIVES:
1. The primary goal is the precise, concise, clear communication of business information. Toward this end, standards of grammar, of visual presentation, of organization, and of other aspects of written communication are taught and reinforced.
  2. This course also examines the role of the medium in the transmitting of written communication. In business communication, deviance from written communication standards is not a sin against some god of composition; it is a distractive element, static in the transmission, which causes the message to garble or to require excessive processing by the receiver.
  3. This class will make you aware of the need to consider your audience whenever you write.
  4. This class will reinforce your knowledge of resources which are available in your field.

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5. Common strategies in approaching a subject will be discussed.
6. The importance of clear visual and verbal definition of subject will be emphasized.
7. In this class you will learn more about your field, your language, and yourself.
8. And finally, you will come to understand that writing of any kind is 5% inspiration and 95% hard work.

GRADING:

1. Assignments are due on the dates set by the instructor. Assignments may be handed in early; but only in exceptional circumstances may assignments be handed in late.
2. If you are to be absent for an exam or a major assignment, you must call me before the class begins. If I do not hear from you, your assignments will not be accepted. You may leave a message for me with the switchboard operator, 539-2911.
3. The final course grade is determined by the following scale:

Letters/Memos	20%
Formal Written Report	20%
Oral Presentations	25%
Mid-Term, Final	20%
Exercises/Quizzes	15%

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4. All assignments will be expressed in stanines. The following graph presents the stanine equivalents in terms of percentages.

<u>Stanine</u>		<u>Percentage Equivalent</u>
9		95 - 100
8		85 - 94
7		80 - 84
6		75 - 79
5		70 - 74
4	PASS	65 - 69
3	FAIL	60 - 64
2		40 - 59
1		0 - 39

5. All major assignments must be completed in order to complete this course.
6. If you have at least an 8 (85-94) average at the end of the term, you have the option of accepting your grade without writing the final exam, or the option of writing the final exam to improve your final term mark.