



Grande Prairie Regional College

Department of Business

COURSE OUTLINE – WINTER 2012

BA 2000 Seminar in Business Policy

3(3-1-0) UT [60 hours]

Instructor	Cibylla Rakestraw	Phone	Office: 539-2873
Office	C205		
Office Hours	Mondays & Fridays from 10:30 – 12:00 By appointment at other times or on a drop in basis if I'm free	Email:	crakestraw@gprc.ab.ca

Prerequisite(s)/co-requisite(s):

Business Administration Certificate or the consent of the instructor

Required Text/Resource Materials:

There is no required text for this course.

Calendar Description:

Through a seminar approach, this course explores the many ethical dimensions of business and includes a major group project for which class time is allotted.

Credit/Contact Hours:

BA2000 consists of four hours weekly – though time is spent in non-traditional ways. Class time until the conference will be used for both “business policy” and “conference planning.” After the conference, class time will be devoted to the business policy aspects of the course.

Delivery Mode(s):

BA 2000 is the capstone course for students specializing in marketing in their final semester in Business Administration at Grande Prairie Regional College. As the name of the course suggests, the course includes an in-depth look at ethical and policy related matters, as well as globalization theory and issues. Through an intense "Readers' Response" journaling curriculum and teaching practice, students are introduced to critical and creative thinking and the many problems/uncertainties/complexities that mark the terrain of living and working in an age of globalization. As well, the course also attempts to integrate theory and practice by involving students in a major practical project – the planning and execution of the annual Department-wide Business Conference.

Objectives:

- To develop critical/creative thinking skills
- To gain an appreciation of ethical implications of business policy
- To garner an appreciation of globalization processes
- To improve writing skills
- To serve as a capstone marketing experience integrating knowledge from other courses and disciplines
- To improve presentation and facilitation skills
- To experience a major project involving "real life" risks and opportunities
- To enhance project management skills
- To enhance team skills
- To serve the Department, College, and Community through a major project

Transferability:

** Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability.

Grading Criteria:

Grades will be assigned on the Letter Grading System.

Business Administration and Commerce Department

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4	95 – 100	EXCELLENT
A	4	90 - 94	
A-	3.7	85 - 89	FIRST CLASS STANDING
B+	3.3	80 - 84	
B	3	76 - 79	GOOD
B-	2.7	72 - 75	
C+	2.3	67 – 71	SATISFACTORY
C	2	64 – 66	
C-	1.7	60 – 63	
D+	1.3	55 – 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

Academic journal responses to seminar topics	45%
Book review & presentation	10%
Major project – contribution toward the Business Conference including written reports pre-conference and e-mails sent to the group through the planning stages	25%
Evaluation of the major project	10%
Final exam	10%
Attendance at the Business Conference in its entirety. Please note that the Conference is on March 21,2012	Credit or non-credit

Examinations:

There is one final examination for this course.

Student Responsibilities:**The Academic Journal**

A major portion of the mark in BA2000 is based on entries in an academic journal. The entries will be due weekly during the Thursday class – focused on the seminar topic covered in the previous week. Because of the process involved, journal entries will not be accepted late. The first entries will be weighted less than later ones, giving students the opportunity to develop “Readers Response Journal Writing” skills. The entries should be word processed – about 500 words as a minimum length. Because I will respond to your entries throughout your writing, it is helpful if you include wide margins and triple space your text. One of the early classes in the semester will deal specifically with journal writing and critical thinking to assist you in your journal writing.

The GPRC Business Conference

Students in BA2000 plan, organize, and present the GPRC Business Conference on March 21st. This conference is attended by all GPRC Business Administration, Commerce, and Hospitality and Tourism students as well as many Fitness Leadership students and student from area high schools. The project includes organizing the day, a meal for all attendees, breakout sessions, and presentations in the theatre including a keynote speaker .

Course Policies

Because BA 2000 is the only required course this semester for Marketing Majors, it makes sense that the Department considers it to be the most important. As such I have a zero tolerance for absences. It is critical and crucial that you attend each planning meeting with your team in reference to the Business Conference. And, it is equally critical that you attend each of the seminar presentations because it will be impossible to write a response to something you have not heard. Should you miss a class, I will ask you to sign an attendance contract. Subsequent absences may result in your withdrawal from the course.

It is expected that class lab hours will be dedicated toward committee work on the Business Conference.

Class records will be maintained for one year after the last day of this course. These records will then be destroyed in a secure manner. Any unclaimed student paper or assignments will be destroyed within 30 days of the last class. Selected student projects

may be kept and used for a variety of purposes – provided that consent has been granted by the student(s) involved.

Statement on Plagiarism:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at www.gprc.ab.ca/about/administration.policies/**

**Note: all Academic and Administrative policies are available on the same page.

Course Schedule/ Tentative Timeline:

January 5 – 10	Introduction to journal writing and critical thinking. Begin planning Business Conference.
January 12 – 17	Review of <i>The Corporation</i>
January 19	Business Conference planning
January 24 – 26	Review of <i>An Inconvenient Truth</i>
January 31	Business Conference planning
February 2 - 7	Review of <i>Who Killed the Electric Car</i>
February 9 - 16	Business Conference planning
February 20 – 24	Reading Week
February 28	Business Conference planning
March 1- 6	Review of <i>Capitalism: A Love Story</i>
March 8	Business Conference planning
March 13 - 15	Review of business ethics/policy materials
March 19	Business Conference planning
March 21	GPRC Business Conference
March 22 - 27	Conference review and follow up
March 29 – April 3	Review of business ethics/policy material
April 5	Final project