



**DEPARTMENT OF BUSINESS & OFFICE ADMINISTRATION**

**COURSE OUTLINE – FALL 2019**

**BA1010 C2: Business Communications I– 3 (3-1-0)  
60 Hours for 15 Weeks**

**INSTRUCTOR:** Elke Haggerty                      **PHONE:** 780-529-2895  
**OFFICE:** C407    **E-MAIL:** [ehaggerty@gprc.ab.ca](mailto:ehaggerty@gprc.ab.ca)  
**OFFICE HOURS:** Tues. 11:30 AM – 1:15 PM, Fri. 1 – 2:15 PM.

**CALENDAR DESCRIPTION:**

This course focuses on principles of effective business communication, both written and spoken. Specific topics include improving grammar, spelling, punctuation, sentence structure and word usage, writing a research paper, documenting with APA style, and public speaking. Revision and editing process will be emphasized throughout the course.

**PREREQUISITE(S)/COREQUISITE:** None

**REQUIRED TEXT/RESOURCE MATERIALS:**

Norton, S., Green, B., & Waldman, N. (2017). *The Bare Essentials* (9th ed.). Toronto, ON: Nelson.

This edition consists of two parts: the text and a workbook. A new workbook is required for the course. You may purchase an online version of the text if available.

**CREDIT/CONTACT HOURS:**

BA1010 consists of two 80-minute classes per week and a weekly one-hour lab. In addition, students are encouraged to contact the instructor throughout the semester during office hours for any individual assistance needed.

**DELIVERY MODE(S):**

The course work includes lectures, class discussions, group work, practice exercises, in-class exercises, and individual student presentations, both written and oral.

**COURSE OBJECTIVES:**

Structuring our sentences, reports and presentations in ways that are easy to follow creates the foundation for being heard and understood. In turn, this creates opportunity to gain support for our ideas. Without clarity in our written and spoken words, we may never have these

opportunities. The primary objective of BA1010 is to give you the opportunity to improve your communication skills in business settings. More specifically, you will have an opportunity to do the following:

- To review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage;
- To explore and apply the process of writing an academic research paper; and
- To explore and demonstrate giving a presentation in front of a group.

### **LEARNING OUTCOMES:**

Upon successful completion of the course, students will be able to do the following:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing;
- Research, plan, compose, edit, and document a formal academic paper; and
- Research, plan, execute, and evaluate an effective oral presentation.

### **TRANSFERABILITY:**

In addition to institutions with a block transfer agreement with GPRC's Business Administration Certificate and Diploma, there are transfer agreements with the following institutions:

- [Bow Valley College: MGMT 1201 \(3\)](#)
- Concordia University of Edmonton: BUS Unspecified (3)

(Information retrieved from <http://www.transferalberta.ca> on August 27, 2018)

We really want you to succeed in your study path, so please note that although we strive to make the transferability information in this document up-to-date and accurate, **the student has the final responsibility for ensuring the transferability of this course to Alberta Colleges and Universities.** Please consult the Alberta Transfer Guide for more information. You may check to ensure the transferability of this course at Alberta Transfer Guide main page <http://www.transferalberta.ca> or, if you do not want to navigate through few links, at <http://alis.alberta.ca/ps/tsp/ta/tbi/onlineSearch.html?SearchMode=S&step=2>

Furthermore, **grades 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.**

**EVALUATIONS:**

**\* In order to receive credit for BA1010, you must achieve 50% on the final examination, and a course composite grade of at least a “D” (50%).**

Research Paper 1	10%
Research Paper 2	10%
Workbook Exercises & Discussion	10%
Mid-term exam	20%
Quizzes (4 quizzes at 2.5% each)	10%
Oral Presentation	10%
Final Exam	30%

Four quizzes and a midterm will be scheduled during the semester. The final exam will be scheduled by the registrar’s office during the period **December 11 - 20, 2019**, so **do not** make plans during this time period. Dates for the midterm, tests, and assignments will be announced in class as required during the semester. *No rewrites will be given on missed quizzes and the Mid-term. If there is an excusable absence for missing the Mid-term, the weighting of the missed exam will be added onto the final exam.*

**GRADING CRITERIA:**

Grades will be assigned on a Letter Grading System using the following chart.

Alpha Grade		4-point Equivalent	Percentage Guidelines		Alpha Grade	4-point Equivalent	Percentage Guidelines
A+		4.0	90-100		C+	2.3	67-69
A		4.0	85-89		C	2.0	63-66
A-		3.7	80-84		C-	1.7	60-62
B+		3.3	77-79		D+	1.3	55-59
B		3.0	73-76		D	1.0	50-54
B-		2.7	70-72		F	0.0	00-49

**COURSE SCHEDULE/TENTATIVE TIMELINE (next page)**

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<u>Week</u>	<u>Topic</u>	<u>Material Covered</u>	<u>Related Tasks</u>
Weeks 1- 2	Course outline Pretest Begin module on Words and on Research Paper	Chapters 1 – 4	Complete pre-test, introductions and technology. Read Chapters 1 – 4 and begin workbook exercises for Words module.
Weeks 3 – 6	Words Writing a College Paper Sentences	Chapters 22-27 Chapters 5 - 10	Complete workbook exercises for Chapters 1 – 4 & bonus chapter. Complete Module post-tests on Words & submit research paper topic, thesis, and formal outline.
Weeks 7 - 10	Grammar Writing a College Paper	Midterm Exam Chapters 11 - 16	Complete mid-term exam at the beginning of week 8. Read chapters and complete workbook exercises for chapters 11 - 16 and complete module post-test. Continue to work on research paper.
Weeks 11 - 15	Punctuation Giving a presentation	Chapters 17 - 21 Materials provided by instructor	Read chapters and complete workbook exercises for chapters 17 – 21 and complete module post-test. Submit research paper at the end of week 13. Give presentation week 14&15.
Final exam	Covers entire course		

Please note: The above schedule may be revised by the instructor based on class requirements.

**STUDENT RESPONSIBILITIES:**

**Assignments:**

So that everyone is treated fairly and to facilitate the smooth operation of classes and marking, these are the expectations for students in the class:

- **Word process all assignments.** This way, I will be able to devote my energies to fully hearing your message. It will make marking more effective and expedient and will give you a back-up. Exception: You can do the workbook exercises in the workbook and present these, when requested, in class; you do not need to retype these exercise.
- **Submit your word-processed assignments through Moodle** unless otherwise indicated on an assignment instruction document. Moodle provides us with a backup and record of submission, as well.

- **Provide a paper copy of all assignments on the due date (or, if the due date is on a weekend, at the following class)**, in addition to submitting these through Moodle. The paper copy saves my eyes, for which I thank you.
- **Assignments are due on the dates set by the instructor.** If there is a reason generally accepted within the culture of the department, an extension may be given if requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade. If you believe that you have a legitimate reason for handing in an assignment or other deliverable, please contact the instructor *beforehand*.
- **Regular participation** is highly recommended for success in BA 1010. If you are unable to attend a class, it is your responsibility to catch up on the missed material.
- **If a student is unable to complete a scheduled test, the instructor must be advised before the test is administered.** Please use e-mail notification. Phone notification is also acceptable. Failure to notify the instructor of an absence may result in a grade of 0.

### **Time Management:**

The expectation for this course is that students read the material and attempt the exercises prior to class. Adopting and adhering to effective learning habits in this course will likely take up a great deal of time so students are encouraged to plan their schedule accordingly. It is difficult for students to catch up once they fall behind schedule.

### **Cell Phones:**

The use of cell phones during class time tends to be quite distracting to the instructor and fellow students. Please minimize cellphone use to emergencies and turn these off or on silent mode during class as a courtesy to everyone.

### **Recording:**

Recording (audio, image, video) lectures or taking photos in class is prohibited. Everyone is entitled to privacy.

### **Email:**

- Students may contact the instructor by email (or phone) during business hours. I will strive to answer emails within one *business* day.
- **Email correspondence to your instructor must be sent from your GPRC student email account.** For clarity, emails should be professionally formatted and include a subject, correct spelling and grammar, and a reference to course material and/or textbook page numbers, etc. If I don't clearly know who you are or what you are referring to, I will not be able to address your question efficiently.

### **STATEMENT ON PLAGIARISM AND CHEATING:**

Students sometimes find themselves tempted to cheat or to plagiarize. Unfortunately, doing so not only takes away from your opportunity to learn; among other things, it also creates an unequal playing field for learners and does not honour the insights and labour of others. **Please seek my help during office hours if you find yourself struggling so that I can help you discover more life-serving strategies.**

The College's stance on cheating and plagiarism is very clear: cheating and plagiarism will not be tolerated and there will be penalties. For a more precise definition of plagiarism and its consequences, 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 <http://www.gprc.ab.ca/about/administration/policies/>

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

### **Plagiarism**

**Plagiarism means submitting work (words, ideas, images, or data) in a course as if it were their own work done expressly for that particular course when, in fact, it is not.** Most commonly, plagiarism exists when:

- the work submitted or presented was done, in whole or in part, by an individual other than the student (this includes having another person impersonate the student or otherwise substitute the work of another for their own in an assignment, examination, or test)
- parts of a student's work are taken from another source without reference to the original author. This includes ideas, words, and images appearing in print, digital, graphical, internet, audio and video formats
- students submit or present the work in one course which has also been submitted in another course (although it may be completely original with the student) without the prior agreement of the instructor
- clinical or laboratory reports are falsified or fabricated.

While it is recognized that academic work often involves reference to ideas, data and conclusions of others, intellectual honesty requires that such references be explicitly and clearly noted.

**Instructors may choose to use online plagiarism detection services. When students submit a paper, it is understood that they are consenting to such a procedure and that they cannot claim any copyright violation should such paper be uploaded to an online plagiarism detection database.**

### **Cheating**

Cheating on tests or examinations includes, but is not limited to, the following:

- dishonest or attempted dishonest conduct such as **speaking to other students or communicating with them under any circumstances whatsoever**
- bringing into the examination room a textbook, notebook, memorandum, other written material or mechanical or electronic device not authorized by the examiner or instructor
- writing an examination, or part of it, outside the confines of the examination room without permission to do so
- consulting any person or materials outside the confines of the examination room without permission to do so
- leaving answer papers exposed to view, or any attempts to read other students' examination papers

- tampering or attempts to tamper with examination scripts, class work, grades and/or class records; the acquisition, attempted acquisition, possession, and/or distribution of examination materials or information not authorized by the instructor
- impersonation of another student in an examination or other class assignment.
- **absolutely no examination materials may be removed from the examination room.** All scrap papers, answer forms and examination question sheets must be returned to the instructor. If students leave the examination room for any reason unacceptable to the instructor, they must hand in all examination materials and it will be assumed that the examination is completed.

If students voluntarily and consciously aid another student in the commission of one of these offenses they are also guilty of misconduct. Any attempt to commit academic misconduct will bear the same consequences as if the act occurred. A student who assists another student in an act or attempted act of misconduct will also be considered to have committed an offense.