



**DEPARTMENT OF BUSINESS AND OFFICE  
ADMINISTRATION**

**COURSE OUTLINE - WINTER 2020**

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

**INSTRUCTOR:** Abigail (Abby) Head      **PHONE:** 780-539-2712  
**OFFICE:** C304      **E-MAIL:** ahead@gprc.ab.ca  
**VIRTUAL OFFICE HOURS:** Please email for appointment.

**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 processes will be emphasized throughout the course.

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

**REQUIRED TEXT/RESOURCE MATERIALS:**

Norton, S., Green, B., Waldman. (2017) *The Bare Essentials with Student Workbook*, Ninth Edition. Toronto: Nelson

MS Office 2016 (or compatible software)

**Minimum computer system requirements:**

Windows	
Operating System	2000, ME, XP, Vista
Processors	Pentium II - 500Mhz or higher
Memory (RAM)	512 MB or more
Free Hard Disk Space	1GB
CD-ROM	
Internet Connections	Cable/DSL high-speed internet
Audio/Video	Colour Monitor - 800 X 600 screen resolution, sound card, and speakers or headset
Macintosh	
Operating System	OS X 10.3 or higher
Processors	G4, G5 or Intel
Memory (RAM)	512 MB or more
Free Hard Disk Space	1GB
CD-ROM	
Internet Connections	Cable/DSL high-speed internet
Audio/Video	Colour Monitor - 800 X 600 screen resolution, audio capabilities, and speakers or headset

**DELIVERY MODE(S):**

This is a synchronous online course. A general question and answer forum is included and students are encouraged to ask questions in this format. In addition, students are encouraged to contact the instructor throughout the semester for any individual assistance needed.

**COURSE OBJECTIVES:**

The primary objective of BA1010 is to improve communication skills, both writing and speaking, in business settings. Students will be able to:

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

**LEARNING OUTCOMES:**

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

- 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:**

Concordia University of Edmonton  
Bow Valley College

**\*Warning:** 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.transferralberta.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>

**\*\* 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**

**EVALUATIONS:**

In order to pass BA 1010, ALL assignments and non-graded work must be completed and submitted.

Research Paper	14%
Workbook exercises	10%
Mid-term exam	15%
Quizzes	16%
Oral Presentation	10%
Final Exam*	35%
Total	100%

Four quizzes and a midterm will be scheduled during the semester. *The final exam must be written before the end of the day on April 18, 2020, at an examination invigilation centre approved by BA1010 Instructor.* Do not plan to be away during this period. Dates for the midterm, quizzes, and assignments will be announced on Moodle as required during the semester.

*\*The course end date is April 13, 2020. The final exam must be written before the end of the day on April 18, 2020, at an examination invigilation centre approved by BA1010 Instructor. Invigilation centers at post secondary institutions will be approved. Invigilation centers at public libraries will NOT be approved.*

In order to receive credit for BA 1010, you must achieve a 50 percent (50%) on the final examination, and a course composite grade of at least D (50%). You are strongly encouraged to complete all assignments and quizzes; you will receive a zero (0) for any missed assignments, quizzes and exams if not completed by the assigned deadline or in attendance.

**GRADING CRITERIA:**

Please note that most universities will not accept your course for transfer credit **IF** your grade is **less than C-**.

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

## **TENTATIVE COURSE SCHEDULE/ TIMELINE:**

<b><u>Week</u></b>	<b><u>Topic</u></b>	<b><u>Material Covered</u></b>	<b><u>Requirements</u></b>
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	Chapter 28 (online only) 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 - 14	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. Complete and submit research paper at the end of week 11. Give presentation in week 13.
Week 14/15	Final Exam	Cumulative	

### **STUDENT RESPONSIBILITIES:**

All assignments *must be* submitted in Moodle using MS Office software; preferably MS Office 2016 or more recent. Assignments are due in Moodle on the dates set by the instructor. Late assignments will have a 20% per day late penalty applied up to three calendar days. On day four, a grade of zero will be assigned. If there is a valid reason for an extension, it must be requested prior to the due date.

Turnitin plagiarism software will be utilized by the instructor for assignments that require written submission(s) by the student. Students will be provided with resources to check all submissions in Turnitin prior to grading.

Regular participation is critical to success in BA 1010.

Regarding the midterm, quizzes and final exam, if you are ill or have a legitimate emergency, the instructor must be notified PRIOR to the test via email. In the case of illness (physical, mental or emotional), medical documentation will normally be required. Failure to do so will result in a zero.

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

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 Calendar at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at <https://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 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 offences 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 offence.