



# Grande Prairie Regional College

School of Health, Wellness & Career Studies  
Department of Business & Office Administration

## COURSE OUTLINE – Winter 2019

### BA 1010 Business Communications I - Online

3 (3-1-0) 60 Hours

**Instructor** Keston Luke

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**Office Hours** :

Virtual office hours are on Wednesdays and  
Thursdays from 11:00 to 12:00 pm.

*I usually respond to emails within two business days.*

### **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.

### **Prerequisites:**

None

### **Required Text/Resource Materials**

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

You may purchase an online version of the text if available.

### **Delivery Mode(s):**

This is a 3 credit synchronous online course. The course work includes a number of recorded audio sessions which students may listen to at any time. 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.

### **Objectives:**

The primary objective of BA1010 is to improve communication skills (writing and speaking) in business settings.

- Students will review and apply general English requirements in writing including grammar, sentence structure, punctuation, tone, and word usage.
- Students will explore and apply the process of writing an academic research paper.
- Students will 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; □  
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 is a transfer agreement with the following institution and course:

SAIT Polytechnic: COMN 220 (3)

\*\* 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:

**Note: In order to pass BA 1010:**

1. ALL assignments and non-graded, assigned work must be completed
2. You must achieve a minimum score of 50% on the Final Exam.

Research Paper	20%
Mid-term exam	15%
Tests/Quizzes	28%
Oral Presentation	12%
Final Exam	25%
Total	100%

Grades will be assigned on the Letter Grading System.

Please note that Universities will not accept your course for transfer credit **IF** your grade is **less than C-**. This means **DO NOT GET LESS THAN "C-" IF YOU ARE PLANNING TO TRANSFER TO UNIVERSITY.**

<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>		<b>Alpha Grade</b>	<b>4-point Equivalent</b>	<b>Percentage Guidelines</b>
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

## Examinations:

Four quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled at the end of the semester.

**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 - 13	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 or 15	Final exam	Covers entire course	

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

**Statement on Plagiarism:**

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 [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

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

### **Course Policies:**

All assignments must be word-processed. It is particularly important to save a copy of any written work submitted for credit or grading. Assignments need to be submitted through Moodle.

Assignments are due on the dates set by the instructor. If there is a valid reason for an extension, it must be requested prior to the due date. Unauthorized late assignments will have a 10%-per-day late penalty applied to the assigned grade.

Regular participation is critical to success in BA 1010. Students should expect to work on course material for about an hour a day although some days may require more than a one-hour commitment.

If a student is unable to complete a scheduled test or quiz, the instructor must be advised before the test/quiz is administered. Voice mail, text, or e-mail notification is fine. The test/quiz will usually then be rescheduled for that student. Failure to notify the instructor of an absence will result in a grade of 0.