



Grande Prairie Regional College

School of Health, Wellness & Career Studies

Department of Business

COURSE OUTLINE - Fall 2014

BA 1010 Business Communications I

3 (3-1-0) 60 Hours

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Office Hours Mondays & Wednesdays: 10:00 – 11:30 a.m.

By appointment at other times or on a drop in basis if I'm free.

Required Text/Resource Materials:

Norton, S., Green, B. (2014) *The Bare Essentials: Form A*, Eighth Edition. Toronto: Nelson
You may purchase an online version of the text if available.

[Note: Because you will need a new course code to access the online exercises, please do not buy a copy at the Used Book Sale.]

Description:

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

Credit/Contact Hours:

BA 1010 consists of two 80 – minute classes per week plus a weekly one-hour lab.

Delivery Mode(s):

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

Objectives:

The primary objective of BA1010 is to improve communication skills (written and spoken) in business settings. Upon successful completion of the course, students should be able to:

- Apply the correct use of grammar, spelling, sentence structure and punctuation in writing
- Plan, organize, and edit written messages in a variety of formats
- Research, plan, compose, edit, and document a formal academic paper
- Research, plan, deliver and evaluate an effective oral presentation

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:

Research Paper	20%
Tests/Quizzes	20%
Online exercises	20%
Oral Presentation	10%
Mid-term exam	10%
Final Exam (scheduled by the Registrar)	20%
Total	100%

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.

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	90 – 100	EXCELLENT
A	4	85 – 89	
A⁻	3.7	80 – 84	FIRST CLASS STANDING
B⁺	3.3	77 – 79	
B	3	73 – 76	GOOD
B⁻	2.7	70 – 72	
C⁺	2.3	67 – 69	SATISFACTORY
C	2	63 – 66	
C⁻	1.7	60 – 62	
D⁺	1.3	55 - 59	MINIMAL PASS
D	1	50 – 54	
F	0	0 – 49	FAIL

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. Should a student be unable to attend a class, it is the student's responsibility to acquire the material missed and to complete the assigned readings, in-class work, and assigned homework.

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 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.

Examinations:

Four quizzes and a midterm will be scheduled during the semester and a final exam will be scheduled in December.

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/Timeline:

<u>Week</u>	<u>Topic</u>	<u>Material Covered</u>	<u>Requirements</u>
Week 1	Course outline, pretest		Complete pre-test, introductions and technology
Weeks 2 - 4	<ul style="list-style-type: none"> • Words • Writing a College Paper 	Chapters 1 – 4 & bonus chapter Chapters 22-27	Complete online exercises for Chapters 1 – 4 & bonus chapter. Complete Unit quiz Read Chapters 22 – 24 Submit research paper topic & thesis
Weeks 5 - 7	<ul style="list-style-type: none"> • Sentences • Writing a College Paper 	Chapters 5 – 10 Chapters 22 - 27 Midterm Exam	Complete online exercises for Chapters 5 – 10 and complete unit quiz. Read chapters 25 – 27 Submit formal outline for research paper. Complete mid-term exam.
Weeks 8 - 10	<ul style="list-style-type: none"> • Grammar • Giving a presentation 	Chapters 11 – 16 Materials provided by instructor	Complete online exercises for chapters 11 – 16 and complete unit quiz. Complete and submit research paper at the end of week 10. Review materials on giving a presentation
Weeks 11 - 13	<ul style="list-style-type: none"> • Punctuation • Giving a presentation 	Chapters 17 – 21	Complete online exercises for chapters 17 – 21 and complete unit quiz. Prepare and deliver presentation Final exam to be scheduled during exam period after week 13.