



DEPARTMENT Business & Office Administration

COURSE OUTLINE – Winter 2017

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

INSTRUCTOR: Carly McLeod **PHONE:** 780-539-2946
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OFFICE HOURS: Tues & Thurs 10-11:20am

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:

Business Communications Now, Third Canadian Edition by Findlay & Locker. Students will require access to **McGraw Hill Connect**, which is provided through an access card provided with a NEW textbook.

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.

COURSE 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: Bow Valley College: MGMT 1201 (3)

***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.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>

** 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:

Final Project	35%
Discussion Forums	10%
Connect Learn Smarts	10%
Connect Quizzes	25%
Presentation	15%
Moodle Lessons	5%
APA Quiz	5%

GRADING CRITERIA: (The following criteria may be changed to suite the particular course/instructor) 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

COURSE SCHEDULE/TENTATIVE TIMELINE:

Week 1	Syllabus & Connect Registration	Week 8	Sentence Structure
Week 2	Chapter 1	Week 9	Grammar & Punctuation
Week 3	Chapter 2	Week 10	Completing a College Paper
Week 4	Writing a college paper	Week 11	Chapter 12: Presentations
Week 5	Words	Week 12	Presentations
Week 6	APA Referencing	Week 13	Student Presentations
Week 7	Chapter 3		

STUDENT RESPONSIBILITIES:

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.

No rewrites will be given on missed connect material. You will have a window to complete the learn smarts and quizzes and if you miss that window you will receive 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 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.