



# Grande Prairie Regional College

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

## COURSE OUTLINE – Fall 2017

### BA 1010 Business Communications I

3 (3-1-0) 60 Hours

**Instructor** Cibylla Rakestraw

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**Office Hours**

Mondays from 2:00 to 3:30

Wednesdays from 1:00 to 2:30

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

**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.

### **Credit/Contact Hours**

BA1010 consists of two 80 – minute classes per week plus a weekly one-hour lab. In addition, students are encouraged to contact the instructor throughout the semester 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.

### **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.

### **Course 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%
Workbook exercises	20%
Mid-term exam	10%
Tests/Quizzes	20%
Oral Presentation	10%
Final Exam	20%
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.**

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

## **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.

### **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.

### **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.