

**BUS 101B – Report Writing and Presentations***3 credits, 4 hours per week*

Business students can improve their skills in two specific areas: research strategies and report writing, and design and delivery of business presentations. The writing component of the course covers a broad spectrum of business documents from short informal reports to formal reports and proposals. The oral communication component of the course introduces students to speeches designed for a variety of business purposes. Three specific presentations are required: a demonstration speech, an informative speech based on the formal report topic and a persuasive presentation. Students also are required to analyze business communication problems in groups and to present the cases.

*Prerequisites: BUS 100 or ENGL 108 or permission of Program Chair*

**Instructor**

Cristina Fuentes

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**Office Hours**

Monday, Tuesday, and Friday 12:00 p.m. – 12:50 p.m.

Wednesday 2:00 p.m. – 2:50 p.m.

Thursday 5:00 p.m. – 5:50 p.m.

**Hours of Instruction**

Monday 10:00 a.m. – 11:50 p.m. Computer lab C282

Thursday 10:00 a.m. – 11:50 p.m. Computer lab C282

**Required Resources**

**Impact: A Guide to Business Communication, 8<sup>th</sup> Edition**, Northey, M., McKibbin, J. Prentice-Hall Canada. ISBN 978-0-13-215886-2

**Course Outcomes**

Upon successful completion of this course, the student shall be able to:

- Speak confidently and coherently with and without preparation in front of individuals and groups. The following concepts, skills, and issues are used to support this Outcome:
  - Present prepared speeches (oral book reviews, demonstration speeches, and persuasive presentations) and impromptu talks.
  - Provide peers with feedback and constructive criticism on speeches.
  - Present ideas in well formulated and articulated format identifying clear opening, body, and conclusion.

- Compose, format, and write professional electronic and paper documents for business which include short informal reports, semi-formal reports, and formal reports or proposals. The following concepts, skills, and issues are used to support this Outcome:
  - Write sentences using correct grammar, structure, and punctuation.
  - Apply rules of style, tone, and readability to compose clear, concise sentences.
  - Design and format business documents using Microsoft Office to reflect standards of professionalism.
  - Compose, write, and format a short informal report, semi-formal report, and formal report or proposal.
- Apply a broad array of digital literacy skills and social networking tools in electronic business communication. The following concepts, skills, and issues are used to support this Outcome:
  - Demonstrate online literacy by using social networking tools in a business setting.
  - Assess effective digital business tools based on predetermined criteria.
- Retrieve information from web and library catalogues for research in academic and business settings. The following concepts, skills, and issues are used to support this Outcome:
  - Select and use appropriate search and meta-search engines, directory, and online databases to retrieve information.
  - Apply effective search tools to retrieve relevant data.
  - Evaluate information based on credibility, validity, and standards according to specific evaluation criteria.
  - Explain the relevance of using peer-reviewed scholarly sources located in library databases.
  - Select and compile relevant information to use as support in a formal report.
- Apply APA documentation style and format along with standard plagiarism rules to acknowledge ownership of borrowed ideas. The following concepts, skills, and issues are used to support this Outcome:
  - Define plagiarism and explain how referencing can prevent plagiarism in academic and business settings.
  - Apply APA documentation rules to construct in-text citations and reference pages within a formal report.
  - Apply effective use of lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
  - Use an online reference builder to construct citations and reference pages.
  - Apply APA report formatting rules to construct a properly formatted formal report.
- Participate in a team environment and make an effective team presentation of a business case study.

**Evaluation**

Short Informal Report.....	10%
Business Book Review .....	5%
Semi-formal Report or Proposal .....	10%
First Oral Presentation: Demonstration Speech .....	5%
Formal Report or Proposal.....	15%
In-Class Assignments .....	5%
Second Oral Presentation: Persuasive Speech.....	5%
Mid-Term Examination.....	15%
Team Case Presentations .....	10%
Final Examination .....	15%
<b>TOTAL .....</b>	<b>100%</b>

A grade of C- is required for progression.

The minimum standard for passing this course is a grade of D (50%).

Students must achieve an average of 50% on the midterm and the final exam in order to pass the course and an overall average in the course of 50% (D).

**Grading System**

Descriptor	Alpha Grade	4.0 Scale	Percent
<i>Excellent</i>	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
<i>Good</i>	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
<i>Satisfactory</i>	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
<i>Progression</i>	C-	1.7	60 – 63.9
<i>Poor</i>	D+	1.3	57 – 59.9
<i>Minimum Pass</i>	D	1.0	50 – 56.9
<i>Failure</i>	F	0.0	< 50

**Please Note:**

Date and time allotted to each topic is subject to change.

## Performance Requirements

### Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

### Student Attendance

Class attendance is useful for two reasons. First, class attendance maximizes a student's learning experience. Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams). Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

### Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

**Specialized Supports****Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

**SKILL Centre**

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.

**Authorization**

This course outline has been reviewed and approved by the Program Chair.

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Cristina Fuentes, Instructor

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Nermin Zukic, Chair

Date Authorized

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Vincella Thompson, Dean

Date Authorized

**Signed copies to be delivered to:**

Instructor

Registrar's Office