

## **BUS 101E, Report Writing and Presentations**

*Three credits/16 weeks*

This course is designed to help students 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 oral book review, and a persuasive speech. Students also are required to participate in teams and make business case presentations.

### **Instructor**

Cynthia O'Donnell, EdD

S113A

Phone number

Work: 780-791-8946

Home: 780-743-0253

[cynthia.odonnell@keyano.ca](mailto:cynthia.odonnell@keyano.ca)

### **Office Hours**

Monday 5:30 – 6:20

Tuesday 10:00 – 10:50

5:30 – 6:20

Wednesday 12:00 – 12:50

Friday 12:00 – 12:50

### **Required Resources**

#### ***Guidelines for Report Writing, 4<sup>th</sup> Edition***

Ron S. Blicq, Lisa A. Moretto

Prentice-Hall Canada Inc.

#### ***Impact: A Guide to Business Communication, 8<sup>th</sup> Edition***

Margot Northey, Joan McKibbin

Prentice-Hall Canada Inc.

### **Course Outcomes**

At the completion of the course, students will be able to:

1. 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.

2. 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.
3. 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.
4. 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.
5. 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.
6. Participate in a team environment and make an effective team presentation of a business case study.

## Evaluation

Your grade in this course will be derived as follows:

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 and Moodle Participation	5%
Second Oral Presentation—Persuasive Speech	10%
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
	A+	4.0	> 93.9
Excellent	A	4.0	87 - 93.9
	A-	3.7	80 - 86.9
Good	B+	3.3	77 - 79.9
	B	3.0	74 - 76.9
	B-	2.7	70 - 73.9
Satisfactory Progression	C+	2.3	67 - 69.9
	C	2.0	64 - 66.9
	C-	1.7	60 - 63.9
Poor	D+	1.3	57 - 59.9
Min Pass	D	1.0	50 - 56.9
Failure	F	0.0	< 50

## Performance Requirements

### 1. 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. Please refer to pages 30 to 35 of the Credit Calendar.

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.

### 2. Academic Misconduct and Discipline (page 35 of the Credit Calendar)

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

Penalties for academic offences may range from a verbal reprimand to dismissal from the College, and in certain circumstances may involve legal action.

### 3. Accommodation for Students with Disabilities

The College will provide reasonable accommodation to students with disabilities in order to promote academic success. If you require accommodation, contact the Disability Support Services: Learner Assistance Program in Room 167 at 780-791-8934 to initiate the process for documenting, assessing and implementing your individual accommodation needs. In addition, tutoring services are available at the SKILL Centre (Room 119)

## Notes on Course Evaluation

1. **Hand in Deadlines:** Assignments are due at the beginning of the classes indicated in the course schedule. If your assignment is going to be late, please make arrangements with me **in advance** in class or via e-mail or you will be penalized 10% of the value of that assignment **per day**. **No late assignments will be accepted once the instructor has marked and returned the assignment in question. No exceptions!**
2. **Examinations:** There will be a midterm and a final exam in this class. The tentative date for the midterm is Nov. 3. The final exam schedule will be posted later in the semester.

## Teaching and Learning Methodologies

Students use the VARK learning assessment tools in this class to determine if they are Visual, Auditory, Kinesthetic/Tactile, ReadWrite, or Multimodal learners. This class appeals to the various learning styles by including lectures, PowerPoints, an online writing lab, Moodle discussions/forums, individual presentations, team presentations, and numerous written assignments. Participation on the Moodle discussions/forums is a required component of the course.

**Proposed Schedule**

See the class schedule, topics, and readings as attached.

**COURSE SCHEDULE:****WEEK 1: (Sept. 1)****TOPICS**

Labour Day Holiday—September 1  
No classes—Sept. 2 (Orientation Day)

**WEEK 2: (Sept. 8)****TOPICS**

Course Introductions  
Strategies for Communicating Effectively in Organizations

**READINGS**

chs. 1 – 5, *Impact*

**ASSIGNMENTS**

**Exercises in chs. 1 – 5 , *Impact***

(Specific exercises will be assigned in class.)

Start reading your choice of business books for oral book reviews to be presented with PowerPoint support in Week 5.

**WEEK 3: (Sept. 15)****TOPICS**

Introduction to Short Informal Reports

**READINGS**

ch. 7 & Appendix: Editing Guidelines, *Impact*  
chs. 1 - 4, *Guidelines for Report Writing*

**ASSIGNMENTS**

**Exercises: *Impact*, pp, 234-239 (8<sup>th</sup> edition)**

**Short Informal Reports**

**Due Date: Week 4**

**WEEK 4: (Sept. 22)****TOPICS**

## Oral Communications

- Coping with Stage Fright or Speech Anxiety
  - Understanding the Eight Types of Business Presentations
  - Getting to Know Your Purpose, Audience, and Logistics
  - Organizing Your Presentation
  - Getting Your Audience Involved
- The Demonstration Speech

**READINGS**

ch. 9, *Impact*, pp. 171-182 (8<sup>th</sup> edition)

**ASSIGNMENTS****Short Informal Reports Due**

**Work on Assignment #2: Demonstration Speeches**

**Due Date: Week 5**

**WEEK 5: (Sept. 29)****TOPICS**

Demonstration Speeches by Students

**WEEK 6: (Oct. 6)****TOPICS**

## Semi-formal Reports and Proposals

**Oral Book Reviews with PowerPoint Slides to be presented by students.**

**READINGS**

chs. 5 - 7, *Guidelines for Report Writing*

**ASSIGNMENTS**

**Assignment #3: Semi-formal Reports**

**Due Date: Week 8**

**WEEK 7: (Oct. 13)**

**No class (Thanksgiving Holiday)**

**WEEK 8: (Oct.20)****TOPICS**

Formal Reports and Proposals

**READINGS**

ch. 8, *Impact*

ch. 8, *Guidelines for Report Writing*

**ASSIGNMENTS**

Semi-formal Reports Due  
Assignment #4: Formal Report or Proposals  
Due Date: Week 12

**WEEK 9: (Oct. 27)****TOPICS**

Researching Reports  
Documentation of Reports

**READINGS**

chs. 10, 12 & 14, *Guidelines for Report Writing*  
Library Handouts on APA Documentation

**ASSIGNMENTS**

Advanced Business Scavenger Hunt  
(In-Class Activity in Library)

**WEEK 10: (Nov. 3)**

**1 Hr. MID-TERM EXAMINATION**  
(Tentative date only!)

**TOPICS**

The Persuasive Speech  
Adding Visual Impact

**READINGS**

ch. 6, *Impact*

**ASSIGNMENTS**

Work on Assignment #5: Persuasive Presentations  
Due Date: Week 11

**WEEK 11: (Nov. 10)****TOPICS**

Persuasive Presentations by Class  
Remembrance Day Holiday (Nov. 11): No classes

**WEEK 12: (Nov. 17)****TOPICS**

Problem Solving, Conflict Management, Teamwork, and Team  
Presentations  
Group Case Studies (to be handed out)

**READINGS**

Case Studies Handouts

**ASSIGNMENTS**

**Formal Reports or Formal Proposals Due**  
**Work on Assignment #6: Team Presentations on Case Studies**  
**Due Date: Week 13**

**WEEK 13: (Nov. 24)**

**TOPICS**

Case Presentations by Students

**WEEK 14: (Dec. 1)**

**TOPICS**

Review for Final Exam

**ASSIGNMENTS**

**Prepare for Final Exams!**

**FINAL EXAMINATION PERIOD (Dec. 8-17)**



**Important Dates to Remember**

Sept. 1	Labour Day, College closed.
Sept. 2	Orientation Day.
Sept. 3	Fall semester begins for academic programs.
Sept. 9	Last day to add courses for academic programs. Fall semester fees due.
Sept. 10	Academic Fall late fee charged.
Sept. 16	Last day to drop courses for academic programs. Last day to waive KCSA Health & Dental Plan.
Sept. 26	Deadline to apply for Co-operative Education for first term.
Sept. 30	Fall Awards application deadline.
Oct. 10	Last day to withdraw with a 50% refund.
Oct. 13	Thanksgiving Day, College closed.
Oct. 24	Last day to withdraw from course(s) without academic penalty.
Oct. 29	Last day to withdraw from Co-operative Education for first term.
Nov. 11	Remembrance Day, No classes.
Nov. 25	Fall Awards Celebration.
Dec. 5	Last day of classes for students in Certificate, Diploma, and University programs.
Dec. 8-17	FINAL EXAM PERIOD.
Dec. 19	End of Fall semester for academic programs. Final grades due to Registrar by 4:30 p.m.
Dec. 25 - Dec. 31	College closed (Christmas Break).

