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. Four specific presentations are required: a demonstration speech, an oral book review, an informative speech, and a persuasive speech. Students also are required to participate in teams and make case presentations. The course concludes with a brief overview of communicating to get a job, interview skills, and effective meeting management.

Instructor

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Office Hours

Monday	2:00 – 2:50
	5:30 – 6:30
Tuesday	10:00 – 10:50
Thursday	10:00 – 10:50
Friday	10:00 – 10:50

Hours of Instruction

BUS 101E: Monday 6:30- 9:30 p.m.

Required Resources

***Guidelines for Report Writing,* 4 th Edition**
Ron S. Blicq, Lisa A. Moretto
Prentice-Hall Canada Inc.
ISBN: 0-13-014599-8

***Impact: A Guide to Business Communication,* 8 th Edition**
Margot Northey, Joan McKibbin
Prentice-Hall Canada Inc.
ISBN: 978-0-13-215886-2

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:
   1. Demonstrate online literacy by using social networking tools in a business setting.
   2. 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:
   1. Select and use appropriate search and meta-search engines, directory, and online databases to retrieve information.
   2. Apply effective search tools to retrieve relevant data.
   3. Evaluate information based on credibility, validity, and standards according to specific evaluation criteria.
   4. Explain the relevance of using peer-reviewed scholarly sources located in library databases.
   5. 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:
   1. Define plagiarism and explain how referencing can prevent plagiarism in academic and business settings.
   2. Apply APA documentation rules to construct in-text citations and reference pages within a formal report.
   3. Apply effective use of lead-ins, paraphrasing, summaries, and direct quotes to present sourced information properly.
   4. Use an online reference builder to construct citations and reference pages.
   5. 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	5%
Second Oral Presentation—Persuasive Speech	10%
Mid-Term Examination	15%
Team Case Presentations	10%
Final Examination	15%
TOTAL	**100%**

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
	B+	3.3	77 – 79.9
Good	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
	C+	2.3	67 – 69.9
Satisfactory	C	2.0	64 – 66.9
Progression	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 students' 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.

2. **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 2015-2016 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.

3. **Specialized Supports**

   Counselling and Disability 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.

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 **BUS 101E—Oct. 26**
The final exam is tentatively scheduled for Dec. 7.

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.

Please Note:
Date and time allotted to each topic is subject to change. 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.

<u>**COURSE SCHEDULE:**</u>

WEEKS 1 & 2: (Sept. 2-11)   TOPICS

No classes on Orientation Day (Tues., Sept.1) or Labour Day (Sept. 7). Please read the following chapters and work on the assigned exercises.

Course Introductions
Strategies for Communicating Effectively in Organizations

           READINGS

chs. 1 – 5, *Impact*

             ASSIGNMENTS

Exercises in chs. 1 – 5 , *Impact*
Chapter 1: Question 4
Chapter 2: Questions 4, 5, 6, & 7
Chapter 3: Questions 1, 2, 3 & 7
Chapter 4: Questions 5 & 6
Chapter 5: Question 1

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

WEEK 3: (Sept. 14-18)   **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 (8th edition)
Short Informal Reports
Due Date: Week 4

WEEK 4: (Sept. 21-25)   **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 (8th edition)

ASSIGNMENTS

Short Informal Reports Due
Work on Assignment #2: Demonstration Speeches
Due Date: Week 5

WEEK 5: (Sept. 28-Oct. 2)   **TOPICS**

Demonstration Speeches by Students

WEEK 6: (Oct. 5-9)   **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. 12-16)   **Thanksgiving Holiday (Mon., Oct. 12); No classes.**

WEEK 8: (Oct. 19-23)   **TOPICS**

Formal Reports and Proposals

READINGS

ch. 8, *Impact*
ch. 8, *Guidelines for Report Writing*

ASSIGNMENTS

Semi-formal Reports Due
Assignment #4: Formal Reports
Due Date: Week 11

WEEK 9: (Oct. 26-30)   **MID-TERM EXAMINATION**
(BUS 101E—Oct. 26); Tentative date only!

WEEK 10: (Nov. 2-6)   **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 11: (Nov. 9-13)   **TOPICS**

Remembrance Day Holiday (Wed., Nov. 11); College closed
Reading Days (Nov. 12, 13); No classes
Our class will be held on Mon., Nov. 9

Problem Solving, Conflict Management, Teamwork, and Team
Presentations

Group Case Studies (to be handed out)

READINGS

Case Studies Handouts

ASSIGNMENTS

Formal Reports Due
Work on Assignment #5: Team Presentations on Case Studies
Due Date: Week 12

WEEK 12: (Nov. 16-20)   **TOPICS**

Case Presentations by Students

WEEK 13: (Nov. 23-27)   **TOPICS**

Persuasive Writing and Speeches

READINGS

ch. 6, *Impact*

ASSIGNMENTS

Work on Assignment #6: Persuasive Presentations
Due Date: Week 14

WEEK 14: (Nov. 30-Dec.4)   **TOPICS**

Persuasive Presentations by Students

ASSIGNMENTS

Review for Final Examination

FINAL EXAMINATION PERIOD (Dec. 7-11)

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

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Cynthia O'Donnell, Instructor

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Gina Langager, Chair   Date Authorized

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Guy Harmer, Dean   Date Authorized

Signed copies to be delivered to:
Instructor
Registrar's Office