BUS 101E, Report Writing and Presentations  
*Three credits/6 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 planning formal reports and proposals. The oral communication component of the course introduces students to speeches designed for a variety of business purposes. Two specific presentations are required: a demonstration speech and an informative speech. Students also are required to participate in teams and make a case presentation. The course concludes with a brief overview of persuasion and effective meeting management.

**Instructor**
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**Office Hours**  
Tuesday  5:30 – 6:30  
Thursday  5:30 – 6:30

**Required Resources**

*Guidelines for Report Writing, 4th Edition*  
Ron S. Blicq, Lisa A. Moretto  
Prentice-Hall Canada Inc.

Margot Northey, Joan McKibbin  
Prentice-Hall Canada Inc.

**Course Outcomes**

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

1. Make the following types of speeches with PowerPoint support: demonstration speeches and informative speeches.
2. Write in grammatically correct format and produce a variety of business reports such as short informal reports, semi-formal reports, and formal reports or proposals.
3. Be aware of and conform to the requirements for correct punctuation.
4. Research topics effectively on both the Internet and library databases, and use APA (American Psychological Association) documentation system in your reports and presentations.
5. 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:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Informal Report</td>
<td>10%</td>
</tr>
<tr>
<td>Semi-formal Report or Proposal</td>
<td>15%</td>
</tr>
<tr>
<td>First Oral Presentation—Demonstration Speech</td>
<td>5%</td>
</tr>
<tr>
<td>In-Class Assignments</td>
<td>5%</td>
</tr>
<tr>
<td>Second Oral Presentation—Informative Speech</td>
<td>10%</td>
</tr>
<tr>
<td>Mid-Term Examination</td>
<td>20%</td>
</tr>
<tr>
<td>Team Case Presentations</td>
<td>10%</td>
</tr>
<tr>
<td>FINAL Examination</td>
<td>25%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Alpha Grade</th>
<th>4.0 Scale</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>A+</td>
<td>4.0</td>
<td>&gt; 93.9</td>
</tr>
<tr>
<td></td>
<td>A</td>
<td>4.0</td>
<td>87 – 93.9</td>
</tr>
<tr>
<td></td>
<td>A-</td>
<td>3.7</td>
<td>80 – 86.9</td>
</tr>
<tr>
<td>Good</td>
<td>B+</td>
<td>3.3</td>
<td>77 – 79.9</td>
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<tr>
<td></td>
<td>B</td>
<td>3.0</td>
<td>74 – 76.9</td>
</tr>
<tr>
<td></td>
<td>B-</td>
<td>2.7</td>
<td>70 – 73.9</td>
</tr>
<tr>
<td>Satisfactory</td>
<td>C+</td>
<td>2.3</td>
<td>67 – 69.9</td>
</tr>
<tr>
<td>Progression</td>
<td>C</td>
<td>2.0</td>
<td>64 – 66.9</td>
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<tr>
<td></td>
<td>C-</td>
<td>1.7</td>
<td>60 – 63.9</td>
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<tr>
<td>Poor</td>
<td>D+</td>
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<td>57 – 59.9</td>
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<td>Min Pass</td>
<td>D</td>
<td>1.0</td>
<td>50 – 56.9</td>
</tr>
<tr>
<td>Failure</td>
<td>F</td>
<td>0.0</td>
<td>&lt; 50</td>
</tr>
</tbody>
</table>
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 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 36 to 40 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 (pages 37-39 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 the Counselling department at 780-792-5608 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 **June 3**. The final exam will be on **June 19**.

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, 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:

CLASS 1: (May 13)            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.)

CLASS 2: (May 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 (8th edition)
Short Informal Reports
Due Date: Class 3

CLASS 3: (May 20)            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


ASSIGNMENTS

Short Informal Reports Due
Work on Assignment #2: Demonstration Speeches
Due Date: Class 4

CLASS 4: (May 22)  TOPICS

Demonstration Speeches by Students

CLASS 5: (May 27)  TOPICS

Semi-formal Reports and Proposals
Library Database Activity

READINGS

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

ASSIGNMENTS

Assignment #3: Semi-formal Reports
Due Date: Class 7

CLASS 6: (Wed., May 28—proposed date)  TOPICS

Formal Reports and Proposals
APA (American Psychological Association) Format

READINGS

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

ASSIGNMENTS

Work on Semi-formal Proposals

CLASS 7: (June 3)  TOPICS

2 Hr. MID-TERM EXAMINATION

The Informative Speech
Adding Visual Impact
ASSIGNMENTS

Semi-formal Research Proposals Due
Work on Assignment #4: Informative Presentations
Due Date: Class 8

CLASS 8: (June 5) TOPICS
Informative Presentations by Class

CLASS 9: (June 10) TOPICS
Problem Solving, Conflict Management, Teamwork, and Team Presentations
Group Case Studies (to be handed out)

READINGS
Case Studies Handouts

ASSIGNMENTS

Work on Assignment #5: Team Presentations on Case Studies
Due Date: Class 10

CLASS 10: (June 12) TOPICS
Case Presentations by Students

CLASS 11: (June 17) TOPICS
Persuasive Writing and Speeches
Effective Meeting Management

READINGS
ch. 6, Impact
ch. 9, Impact, pp. 182-189 & Ch. 10, 8th edition

ASSIGNMENTS

Review for Final Exam

CLASS 12: (June 19) 3 Hr. FINAL EXAM
Important Dates to Remember:

May 12
Spring session begins for academic programs.

May 13
Last day to add for academic programs.
Spring semester fees due.

May 14
Late fee applied.

May 15
Last day to drop for academic programs.

May 19
College closed (Victoria Day).

May 27
Last day to withdraw with 50% refund.

May 30
Last day to withdraw without academic penalty.

June 20
End of spring semester for academic programs.