

**BUS 101B, Report Writing and Presentations**

*3 credits, 3 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.

**Instructor**

Cynthia O'Donnell, EdD

S113A

Phone number

Work: 780-791-8946

Home: 780-743-0253

Cell: 780-799-9934

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

**Office Hours**

Monday 10:00 – 10:50

Tuesday 12:00 – 12:50

Wednesday 3:00 – 3:50

Thursday 5:30 – 6:30

Friday 10:00 – 10:50

**Hours of Instruction****BUS 101B:**

Wednesday 12:30-1:50 (S105)

Friday 12:30-1:50 (S105)

**Required Resources*****Impact: A Guide to Business Communication, 9<sup>th</sup> Edition***

Margot Northey, Jana Seijts

Pearson Canada Inc.

ISBN-13: 978-0-13-431080-0

***Cites and Sources: An APA Documentation Guide, 5<sup>th</sup> Edition***

Jane Haig, Vicki MacMillan

Nelson

ISBN 13: 978-0-17-662222-0

**Course Outcomes**

Upon successful completion of the 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, informative 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**

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—Informative Speech	5%
Third 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
	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	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
<b>Progression</b>	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

**Proposed Schedule**

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

**Please Note:**

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

**COURSE SCHEDULE:****WEEK 1: (Jan. 7-11)****TOPICS**

Course Introductions  
Strategies for Communicating Effectively in Organizations

**READINGS**

chs. 1 – 5, *Impact*

**ASSIGNMENTS****Exercises in chs. 1 – 5 , *Impact* (9<sup>th</sup> edition)**

(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 2: (Jan. 14-18)****TOPICS**

Introduction to Short Informal Reports

**READINGS**

ch. 7 & Appendix: Editing Guidelines, *Impact*

**ASSIGNMENTS****Exercises: *Impact*, pp. 262-266 (9<sup>th</sup> edition)**

**Short Informal Reports**

**Due Date: Week 3**

**WEEK 3: (Jan. 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. 10, *Impact*, pp. 193-205 (9<sup>th</sup> edition)

**ASSIGNMENTS**

**Short Informal Reports Due**

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

**Due Date: Week 4**

**WEEK 4: (Jan. 28-Feb. 1)****TOPICS**

**Demonstration Speeches by Students**

**WEEK 5: (Feb. 4-8)****TOPICS**

Semi-formal Reports and Proposals  
**Oral Book Reviews with PowerPoint Slides to be presented by students.**

**READINGS**

Ch. 7, *Impact*

**ASSIGNMENTS**

**Assignment #3: Semi-formal Reports**  
**Due Date: Week 6**

**WEEK 6: (Feb.11-15)****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 7: (Feb. 18- 22)**

**Family Day Holiday, Mon., Feb. 18, (No classes)**  
**READING WEEK (No classes)**

**WEEK 8: (Feb. 25- Mar. 1)****TOPICS**

Researching Reports  
Documentation of Reports  
**Library Database and APA Session, Wed., Feb. 27 (12:30-1:50)**

**READINGS**

Library Handouts on APA Documentation  
Sections 3, 4, 5, & 6, *Cites & Sources: An APA Documentation Guide* (5<sup>th</sup> edition)

**WEEK 9: (Mar. 4-8)****MID-TERM EXAMINATION**

**(BUS 101B—Wed., Mar. 6) Note that this is a tentative date only. A second part of the exam may take place in the Friday class.**

**TOPICS**

The Informative Speech  
Adding Visual Impact

**ASSIGNMENTS**

**Work on Assignment #5: Informative Presentations  
Due Date: Week 10**

**WEEK 10: (Mar. 11-15)****TOPICS**

**Informative Presentations by Class**

**WEEK 11: (Mar. 18-22)****TOPICS**

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

**READINGS**

**Ch. 9, *Impact*, 9<sup>th</sup> edition  
Ch. 10, *Impact*, 9<sup>th</sup> edition (pp. 208-213)  
Case Studies Handouts**

**ASSIGNMENTS**

**Formal Reports or Formal Proposals Due  
Work on Assignment #6: Team Presentations on Case Studies  
Due Date: Week 12**

**WEEK 12: (Mar. 25-29)****TOPICS**

**Case Presentations by Students**

**WEEK 13: (Apr. 1-5)****TOPICS**

Persuasive Writing and Speeches

**READINGS**

ch. 6, *Impact*

**ASSIGNMENTS**

**Persuasive Presentations: Due on Fri., Apr. 5  
and continuing on Wed., Apr. 10**

**WEEK 14: (Apr. 8-10)**

**TOPICS**

**Persuasive Presentations by Students  
Last Day of Classes—April 10**

**FINAL EXAMINATION PERIOD (Apr. 15-25) GOOD FRIDAY HOLIDAY, April 19  
EASTER MONDAY HOLIDAY, April 22**

## 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

The Student Academic Support Services (SASS) department: Accessibility Services, Skill Centre and Wellness Services, work together to support student success at Keyano College.

**Accessibility Services (CC167)** supports student success through group and individualized instruction of learning, study and test taking strategies, and adaptive technologies. Students with documented disabilities, or who suspect a disability, can meet with the Learning Strategists to discuss accommodation of the learning barriers that they may be experiencing. Students who have accessed

accommodations in the past are encouraged to visit our office at their earliest opportunity to discuss the availability of accommodations in their current courses. Individual appointments can be made by calling 780-791-8934

**Skill Centre (CC119)** provides a learning space where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff. Students visiting the centre have access to one-to-one or group tutoring, facilitated study groups, and assistance in academic writing. The Skill Centre's Peer Tutor program provides paid employment opportunities for students who have demonstrated academic success and want to share what they have learned. Tutoring is available free to any students registered at Keyano College on a drop in basis, from 9:00 am to 5:00 pm Monday through Friday. Additional evening hours are subject to tutor availability and are posted in the Skill Centre.

**Wellness Services (CC260)** offers a caring, inclusive, and respectful environment where students can access free group and individual support to meet academic and life challenges. Mental Health Coordinators offer a safe and confidential environment to seek help with personal concerns. The Mindfulness Room in CC260 is available as a quiet space for students to relax during regular office hours. Wellness Service welcomes students to participate in any of the group sessions offered throughout the academic year addressing such topics as Mindfulness and Test Anxiety. Individual appointments can be made by calling 780-791-8934.

**Please watch your Keyano email for workshop announcements from our Student Academic Support Services team.**