

BUS 101A, 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

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Office Hours

Monday	10:00 – 11:00
Tuesday	3:00 – 4:00 5:30 – 6:30
Wednesday	10:00 – 11:00
Thursday	10:00 – 11:00

Hours of Instruction**BUS 101A:**

Monday 3:00-4:20 (S107)

Wednesday 3:00-4:20 (S107)

Required Resources***Impact: A Guide to Business Communication, 9th Edition***

Margot Northey, Jana Seijts

Pearson Canada Inc.

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

Cites and Sources: An APA Documentation Guide, 5th 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%
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
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
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

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. 6-10)****TOPICS**

Course Introductions
Strategies for Communicating Effectively in Organizations

READINGS

chs. 1 – 5, *Impact*

ASSIGNMENTS**Exercises in chs. 1 – 5 , *Impact* (9th 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. 13-17)**TOPICS**

Introduction to Short Informal Reports

READINGS

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

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

Short Informal Reports

Due Date: Week 3

WEEK 3: (Jan. 20-24)**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 (9th edition)

ASSIGNMENTS

Short Informal Reports Due

Work on Assignment #2: Demonstration Speeches

(Teams of Two)

Due Date: Week 4

WEEK 4: (Jan. 27-31)**TOPICS**

Team Demonstration Speeches by Students

WEEK 5: (Feb. 3-7)**TOPICS**

Semi-formal Reports and Proposals

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

READINGS

Ch. 7, *Impact*

ASSIGNMENTS

**Assignment #3: Semi-formal Reports
Due Date: Week 8**

WEEK 6: (Feb.10-14)**TOPICS**

Formal Reports and Proposals

READINGS

ch. 8, *Impact*

ch. 8, *Guidelines for Report Writing*

ASSIGNMENTS

**Assignment #4: Formal Reports
(Team Assignments)
Due Date: Week 11**

WEEK 7: (Feb. 17- 21)

**Family Day Holiday, Mon., Feb. 17, (No classes)
READING WEEK (No classes)**

WEEK 8: (Feb. 24- 28)**TOPICS**

Researching Reports

Documentation of Reports

**Library Database and APA Session, Tentative Date: Mon., Feb. 24
(3:00-4:20)**

Semi-formal Reports Due

READINGS

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

WEEK 9: (Mar. 2-6)**MID-TERM EXAMINATION**

(BUS 101A—Mon., Mar. 2) Note that this is a tentative date only. A second part of the exam may take place in the Wednesday class.

TOPICS

The Informative Speech
Adding Visual Impact

ASSIGNMENTS

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

WEEK 10: (Mar. 9-13)**TOPICS**

Informative Presentations by Class

WEEK 11: (Mar. 16-20)**TOPICS**

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

READINGS

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

ASSIGNMENTS

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

WEEK 12: (Mar. 23-27)**TOPICS**

Case Presentations by Students

WEEK 13: (Mar. 30-Apr. 3)**TOPICS**

Persuasive Writing and Speeches

READINGS

ch. 6, *Impact*

ASSIGNMENTS

**Persuasive Presentations: Due on Mon., Apr. 6
and continuing on Wed., Apr. 8 (Team Presentations)**

WEEK 14: (Apr. 6-9)**TOPICS**

**Team Persuasive Presentations by Students
Last Day of Classes—April 9**

**FINAL EXAMINATION PERIOD (Apr. 14-22) GOOD FRIDAY HOLIDAY, April 10
EASTER MONDAY HOLIDAY, April 13**

Required Skills & Abilities

Enrolment in the Business Administration program and courses, requires the following skills and abilities:

Behavioural

- Ability to work independently or as a member of a group or team
- Engage with self and others to create a safe environment.
- Respond appropriately in situations that are stressful or that involve conflict
- Ability to listen and follow instructions
- Ability to manage time and meet deadlines

Cognitive

- Remember and recall information over a brief period of time.
- Remember and recall information over an extended period of time.

Environmental Ability to function in the presence of each of the following commonly encountered and unavoidable environmental factors:

- distractions
- noise
- unpredictable behaviour of others

Psychomotor

- perform repetitive movements and tasks
- perform complex sequences of hand-eye coordination

Technical

- Ability to use a desktop/laptop computer
- Ability to navigate the college's online Learning Management System(Moodle) and other publisher-specific LMS.

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. 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.

Student Life Department (CC210) is a place for students to go when they don't know who else can answer their questions. The staff will help students navigate barriers to success and if they don't know the answer, they will find it out. Student success is directly affected by how connected a student feels to their college. The student life department is there to help students get connected.

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