BUS 101 A & HR - 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

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Office Hours

Monday	3:00 PM – 4:00 PM
Tuesday and Thursday	9:30 AM – 10:30 AM
Wednesday and Friday	12:00 PM – 1:00 PM

Hours of Instruction

Wednesday and Friday	1:00 PM – 2:30 PM

Required Resources

Nothey, Seijts (2018). *Impact: A Guide to Business Communication* (9th ed.) + MyLab IT w/ Pearson eText. Pearson. ISBN-13: 9780134712536.

Other Resources

Earbuds/headphones
Binder

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

Short Informal Report	10%
Business Book Review	5%
Semi-formal Report or Proposal	10%
First Oral Presentation—Demonstration Speech	5%
Formal Report	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% overall grade to pass this course. If students wish to transfer credits to another post-secondary institution, a grade of C- or better may be required.

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
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
Minimum Pass	D	1.0	50 – 56.9
Failure	F	0.0	< 50

Proposed Schedule

Refer to the *Tentative Schedule* for information on topic coverage.

Please Note:

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

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](). The Keyano College credit calendar also has information about Student Rights and Code of Conduct. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and 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 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; and
- 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 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 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 may not be graded until you show this signed certificate.

Specialized Supports
The Student Services department is committed to Keyano students and their academic success. There are a variety of student supports available at Keyano College. Due to the continuing situation with the Covid-19 pandemic, the offered support services will be implemented differently this semester by being provided mostly virtually. In-person service can be requested as needed. All

Alberta Health Services guidelines will be followed for in-person appointments—wear a mask, maintain two meters of physical distance, use hand sanitizer, and stay home if you are unwell.

All student services are available during Keyano business hours: Monday to Friday, 8h30-16h30. The Library has evening and weekend hours. Please check keyano.ca/library for current hours.

Accessibility Services: provides accommodations for students with disabilities. Students with documented disabilities, or who suspect a disability, can meet with a Learning Strategist to discuss their current learning barriers and possible accommodations. Students who have accessed accommodations in the past are encouraged to contact us to request them for the semester. Please note that requesting accommodations is a process and requires time to arrange. Contact us as soon as you know you may require accommodations. For accessibility services supports and to book a virtual appointment, please contact accessibility.services@keyano.ca.

Accessibility Services also provides individual and group learning strategy instruction for all students, as well as technology training and supports to enhance learning. Meet with a Learning Strategist to learn studying and test-taking strategies for online classes. Schedule an appointment with the Assistive Technology Specialist to explore technology tools for learning. Book an appointment today by emailing accessibility.services@keyano.ca

Academic Success Coaching: offers you support and access to resources for your academic success to help you to find the Keys to your Success. The Academic Success Coach will work with you to develop an academic success plan, develop your study and time management skills, and connect you with the right resources here at Keyano. Academic.success@keyano.ca is the best way to access resources during virtual service delivery.

Wellness Services: 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. All individual appointments will continue virtually.

Wellness Services welcomes students to participate in any of the virtual group sessions offered throughout the academic year addressing topics including mindfulness and test anxiety.

Individual virtual appointments can be made by emailing wellness.services@keyano.ca.

Library Services: provides students with research and information supports as they engage in their studies. Library staff are available to support you both virtually and in person during the fall semester. For library service supports and inquiries, please email askthelibrary@keyano.ca.

Individual support with the Information Librarian will be provided virtually. Appointments can be requested by email or by placing a Book a Librarian request using the online form found here.

Research and Subject Guides are helpful resources when conducting research or addressing your information needs. To view a subject or course specific guide, use the following Subject Guides link

To access additional research resources, including Citation Guides (APA, MLA, Chicago, or IEEE), go to the Research Help Library page.

Skill Centre: provides academic support services to students registered in credit programs at Keyano College in the form of tutoring, writing support groups, facilitated study groups, workshops and study space. Tutoring services are **free** to Keyano students. Tutoring is available for Math, Writing, English, and Science subject areas.

While most courses are being offered online, the Skill Center will be offering mostly virtual tutoring services and in-person sessions as requested. Please email Skill.centre@keyano.ca to get in contact with our tutoring staff.

For the most up to date information on how to book a tutoring session, please view the Keyano Skill Centre homepage.

E-Learning
Technology and internet will impact your online learning experience. It's important that you are able to watch an online video and other course materials, take online quizzes, and participant in a live class with your instructor and other students.

Keyano College operates in a Windows based environment and having the correct tools for online learning is important. Here's a list of recommended system requirements for Fall 2020.

Internet Speed
Minimum Internet speeds of 5 Mbps.
Recommended Internet speeds of 25 Mbps (especially if you are sharing your internet at home).
Check your internet speed with Fast.com.

System requirements:

Microsoft Windows	Apple
Minimum Requirements: A Windows 10 **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software	**Minimum Requirements:** A Macintosh (V10.14 and above) **computer/laptop** · Minimum 4GB of RAM. · 10GB+ available hard drive storage. · Enough available hard drive space to install the Microsoft Office suite (approximately 3GB). Microsoft Office software is free to all Keyano students and employees. · Microphone, webcam and speakers. A headset with a microphone is recommended. · System updates must be regularly installed. · Anti-Virus / Anti-Malware software.
Recommended Requirements · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.	**Recommended Requirements** · 8GB of RAM · A method of backing up/synchronizing to local or cloud-based storage such as OneDrive is highly recommended. This is included if you complete the setup of KeyanoMail and download MS Office using your Keyano email for free.

Important: Apple computers, Chromebooks, iPads, and other tablets are NOT recommended for this course. A Microsoft Surface running on Windows 10 may be an alternative.

Specific department requirements: Business and OA programs require Windows 10.

Computer Software
Students will be able to get access to Microsoft Office 365 for Free using Keyano Credentials by clicking here.

Recording of lectures and Intellectual Property
Students may record a lecture **only if explicit permission is provided** by the instructor or by Accessibility Services**.** Even if students have permission to record a lecture or lecture materials, students may not publish any of the lectures or lecture materials, this includes any recordings, slides, instructor notes, etc. on any platform. Thus no student is allowed to publish or sell instructor notes without formal written permission. It is important to recognize that the Canadian Copyright Act contains provisions for intellectual property.

ITS Helpdesk
If you are having issues with your student account, you can contact the ITS Helpdesk by emailing its.helpdesk@keyano.ca or calling 780-791-4965.