

BUS 101A, Report Writing and Presentations*3 credits, 4 Hours*

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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S113A

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Monday 2:00 – 2:50 and 5:30 – 6:30

Wednesday 12:00 – 12:50 and 2:00 – 2:50

Friday 1:00 – 1:50

Hours of Instruction**BUS 101A:** Tuesday 12:00 – 1:50 (S105)

Thursday 12:00-1:50 (S105)

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	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. 8-12)****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. 15-19)**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. 22-26)**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

**Advanced Business Scavenger Hunt
(In-Class Activity in Library)**

Short Informal Reports Due

Work on Assignment #2: Demonstration Speeches

Due Date: Week 4

WEEK 4: (Jan. 29-Feb. 2)**TOPICS**

Demonstration Speeches by Students

WEEK 5: (Feb. 5-9)**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.12-16)**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. 19- 23)

Family Day Holiday, Mon., Feb. 19, (No classes)
READING WEEK (No Classes)

WEEK 8: (Feb. 26- Mar. 2)**TOPICS**

Researching Reports
Documentation of Reports

READINGS

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

WEEK 9: (Mar. 5-9)**MID-TERM EXAMINATION**

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

TOPICS

The Informative Speech
Adding Visual Impact

ASSIGNMENTS

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

WEEK 10: (Mar. 12-16)**TOPICS**

Informative Presentations by Class

WEEK 11: (Mar. 19-23)**TOPICS**

Problem Solving, Conflict Management, Teamwork, and Team Presentations
Social Media
Group 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 or Formal Proposals Due
Work on Assignment #6: Team Presentations on Case Studies
Due Date: Week 12**

WEEK 12: (Mar. 26-30)**TOPICS**

**Good Friday Holiday, Fri., Mar. 30, (No classes)
Case Presentations by Students**

WEEK 13: (Apr. 2-6)**TOPICS**

**Easter Holiday, Mon., Apr. 2, (No classes)
Persuasive Writing and Speeches**

READINGS

ch. 6, *Impact*

ASSIGNMENTS

Work on Assignment #7: Persuasive Presentations
Due Date: Week 14

WEEK 14: (Apr. 9-13)

TOPICS

Persuasive Presentations by Students

FINAL EXAMINATION PERIOD (Apr. 16-20)

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.