

**BEIT 336 - BUSINESS REPORT WRITING—3 Credit Hours**  
**TuTh 2:00 – 3:15 pm**  
**COB 301**

**Course Syllabus- Fall 2009**

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**Course Information Web site:** <http://misnt.indstate.edu/wilhelm/> Scroll down, click BEIT 336, Business Report Writing.

**Office Hours:** Tue., Thu.: 3:30 - 5:00 PM. Other times are available by appointment.

**Catalog Description and Prerequisites**

Emphasizes analyzing business situations and preparing written reports including informational reports, problem-solving reports, and formal analytical reports. Prerequisites: English 105, 107, or 108, and the successful completion of 62 semester hours of course work.

**Textbook** *Business Communication* (custom edition for Business Report Writing, BEIT 336), Lesikar et al.  
ISBN: 978-0-390-86317-1

**Study Notes** *Nelson Study Notes*, download and print from class Website (see URL above)

**Foundational Program Objectives Addressed in BEIT 336:**

Students will:

- locate, critically read, and evaluate information to solve problems;
- critically evaluate the ideas of others;
- apply knowledge and skills within and across the fundamental ways of knowing (natural sciences, social and behavioral sciences, arts and humanities, mathematics, and history);
- demonstrate the skills for effective citizenship and stewardship;
- demonstrate an understanding of diverse cultures within and across societies;
- demonstrate the skills to place their current and local experience in a global, cultural, and historical context;
- demonstrate an understanding of the ethical implications of decisions and actions; and
- express themselves effectively, professionally, and persuasively both orally and in writing.

**Foundational Learning Objectives and How Students Will Accomplish Them: Composition**

1. Demonstrate fluency in the writing process: planning, drafting, revising, editing, and preparing final papers. **Student will** use effective data displays and correct writing techniques, style, tone, and format in writing business reports of various degrees of formality.
2. Demonstrate competence in the varied elements of writing: thesis, stance, content, organization, sentences, diction, and technical matters. **Students will** analyze business and organizational situations to identify problems and factors relevant to understanding and handling the situations; and plan an organized procedure for obtaining the facts needed to resolve the situation.
3. Demonstrate awareness of rhetorical strategies in various forms of writing, with particular attention to audience. **Students will** analyze the consumers of their communications and will prepare written and verbal presentations to meet the needs of the consumers of reports and to achieve the purposes of the originator.

4. Assess the usefulness and reliability of sources, including Internet sources. **Students will** compare types of primary and secondary data-gathering techniques and sources and will gather and analyze data and draw conclusions and/or make recommendations based on the data analysis.
5. Synthesize and critique material from a variety of sources with an emphasis on scholarly and professional publications; incorporate sources; document sources properly. **Students will** learn to use the documentation style delineated by the American Psychological Association (APA style) and will apply ethical considerations to making recommendations for solutions to business problems based on their chosen sources and analysis.
6. Exhibit critical thinking as readers and as writers. **Students will** present report findings and conclusions orally using effective delivery techniques and support their conclusions with sound recommendations based on thorough analysis and documentation.
7. Understand the relevance of good writing to real-world situations. **Students will** demonstrate convincing arguments upon which they base their recommendations to real-world business and organizational situations.

Course Content	Percent Coverage
Communication in the business environment with emphasis on written reports: Communication process and role of communication in organizations, audience adaptation.	5
Basic language and writing techniques with emphasis on style, tone, and situation considerations: coherence, credibility, readability, bias (e.g., gender, racial, and ethnic), clarity, conciseness, and accuracy.	20
Short, informal reports: functions and objectives of reports; short, informal reports of various types, format and style of short reports.	30
Formal reports: Collecting primary and secondary data; analyzing, organizing, and summarizing data; evaluating and interpreting data; drawing and support conclusions and recommendations; formatting formal reports.	30
Visual aids (including computer graphics)	5
Oral presentation	10

### **Special Learning Accommodations**

Indiana State University seeks to provide effective services and accommodation for qualified individuals with documented disabilities. If you need an accommodation because of a documented disability, you are required to register with Disability Support Services at the beginning of the semester. Contact the Director of Student Support Services. The telephone number is 237-2301 and the office is located in Gillum Hall, Room 202A. The Director will ensure that you receive all the additional help that Indiana State offers. If you will require assistance during an emergency evacuation, notify your instructor immediately. Look for evacuation procedures posted in your classrooms.

### **Academic Integrity**

The class operates under the standard of academic honesty as defined in the Code of Student Conduct (see <http://www.indstate.edu/sjp/docs/code.pdf>). Sharing your wording with another student, using another student's wording, using another author's wording without proper quotation and citation documentation, or using a paper that you wrote for another class without the current instructor's permission is plagiarism and will subject your work to receive zero credit and may result in your dismissal from the University.

### **Laptop Not Required for Course: Usage Permitted**

While there will be no assignments or examinations for which the laptop will be used, your use of a laptop is generally permitted as long as such usage remains within the bounds of the Code of Student Conduct and it conforms to the provisions of its use as laid out in this syllabus. There may be occasions where laptop usage is forbidden and if that occurs, failure to comply with this direction will be viewed as a violation of the Code of Student Conduct.

### **Academic Freedom**

"Teachers are entitled to freedom in the classroom in discussing their subject, but they should be careful not to introduce into their teaching controversial matter which has no relation to their subject."

The preceding comes from the American Association of University Professors statement on academic freedom. Though the entire statement speaks to many issues, it is this portion on the conduct of the course that is most relevant. For the purpose of Foundational Studies courses this means that faculty have the right to conduct their class in a fashion they deem appropriate as long as the material presented meets the learning objectives laid out by the entire faculty.

### **Instructor Philosophy and Class Procedures**

1. **A thorough understanding of the items in this syllabus and attendance at every class session are essential.** In-class activities and examinations missed cannot be made up except in the case of circumstances beyond your control (the instructor must be notified **immediately** if such a circumstance occurs.) Several in-class group activities will be used. No points are available when unannounced class activities/quizzes are missed. **After five (5) absences, ten (10) points will be deducted from the final grade for each class period missed. Points will be deducted for habitual tardiness at the discretion of the instructor.**
2. **Assignments must be submitted when they are due.** If an assignment is turned in after it has been collected in class (usually at the beginning of the class period), it is considered late. **For each calendar day (not class day) an assignment is late, 10 percent of the total assignment points will be deducted.** **Assignments will not be accepted after papers have been returned.**
3. **My goal is for you to do well in this class and to develop the skills necessary to succeed in the workplace. However, you have the major responsibility for doing well. Achievement of course standards requires you to know what you need to do to improve your performance.** You are expected to study carefully all reading material and the papers returned to you, to note evaluation comments made to the entire class regarding assignments returned, and to participate in group activities. As the semester progresses, you should be able to implement several ideas to improve your performance on written or oral work for future assignments. Also, you are expected to ask questions and/or schedule individual appointments to clarify evaluations or other aspects of the course not clear to you.
4. **Achievement of course standards requires correct usage of grammar, spelling, and punctuation, as well as appropriate sentence and paragraph construction. Evaluation of each assignment includes these components.** You should seek help from your textbook (Chapter 15), the English Department's Writing Center, English handbooks, software analysis packages, and me to handle these problems.
5. **The use of sound judgment and careful execution of instructions for organization, format, and other output characteristics (including overall neatness) in assignments submitted are basic to the achievement of course standards.** You are expected to follow all instructions given (oral and written). In the absence of specific instructions, you are expected to use sound judgment in making appropriate assumptions. Evaluation of each assignment includes this component as a grading factor.

### **Evaluation**

Assignments	Approx.	Points
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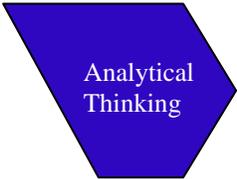
		Percent	
<b>Exercises:</b>		8%	
1.	Paragraph Development Exercise		10
2.	Introductory Paragraph Exercise		10
3.	In-class activities, quizzes, and attendance		15
<b>Short Informal Reports and Oral Communication with Visual Aids:</b>		40%	
4.	Informative Report		40
5.	Individual Recommendation Report		40
6.	Group Recommendation Report		40
7.	Progress Report		40
8.	Group Oral Report: Outline & PowerPoint presentation		20
<b>Long Report (Final project):</b>		30%	
9.	Individual Formal Report <b>IMPORTANT: You cannot pass this course without turning in the Formal Report assignment.</b>		135
<b>Exams:</b>		22%	
10	Midterm Test		50
11	Final Exam		50
<b>Totals</b>		100%	450

Final Course Grade: A+ = 96-100%, A = 92-95%, A- = 90-91%, B+ = 86-89%, B = 82-85%, B- = 80-81%, C+ = 76-79%, C = 72-75%, C- = 70-71%, D+ = 66-69%, D = 62-65%, D- = 60-61%

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**Course’s Relationship to College of Business Learning Goals**

	<p><b>1. Students will be knowledgeable about current business practices and concepts.</b></p> <p>A. Students will understand the functional areas of and interdisciplinary nature of business, and will be able to solve business problems utilizing current theory and practices.</p> <p><i>Course’s Relationship:</i> The students in the business report writing class are assigned cases based upon business situations, and the writing, speaking, and computer experiences develop skills needed in the workplace.</p>
	<p><b>2. Students will be able to make prudent business decisions by employing analytical and critical thinking.</b></p> <p>A. Students will demonstrate the ability to solve business problems by applying appropriate decision-making techniques, including defining the problem, collecting appropriate data, identifying alternatives, analyzing information, and interpreting results.</p> <p><i>Course’s Relationship:</i> The situations used for business report writing assignments help students analyze the rationale on which business decisions are based and the potential impact they will have on the organization, on individuals, and, in some instances, on society in general. Students are required to collect and analyze information for various written and oral report assignments. Analysis and problem-solving skills are enhanced as students focus on writing and speaking assignments framed in business contexts.</p>
	<p><b>3. Students will be effective communicators.</b></p> <p>A. Students will demonstrate the ability to effectively convey information using appropriate means of communication.</p> <p><i>Course’s Relationship:</i></p> <ul style="list-style-type: none"> <li>* <i>Written communication activities</i></li> </ul> <p>The primary purpose of this course is to develop communication skills through written assignments. Students prepare a minimum of five short reports and a long, formal report during the term. To meet the general education requirement for this course, a minimum of 7,500 words are written by each student. These assignments are evaluated by the instructor, and the student is given constructive feedback on each assignment.</p> <ul style="list-style-type: none"> <li>* <i>Oral communication activities</i></li> </ul> <p>Oral communication skills are developed through class discussions, through group analysis of problem situations, and through a formal oral presentation.</p>

 <p>Technology Skills</p>	<p><b>4. Students will be competent in applying relevant technology to business problems.</b></p> <p>A. Students will understand the nature, function and limitations of commonly used business information systems.</p> <p>B. Students will demonstrate proficiency in using technology to solve business problems.</p> <p><i>Course's Relationship: The students are required to prepare all reports (including an oral presentation) using the computer. In addition, they use software packages to analyze and visually present information in their reports, and they use communication tools for information exchange and collaboration.</i></p>
 <p>Ethical Reasoning</p>	<p><b>5. Students will be competent in ethical decision making.</b></p> <p>A. Students will be able to explain and defend the ethical framework in which they make business decisions.</p> <p>B. Students will be able to identify parties affected by a business decision, identify how a decision may affect each stakeholder, and arrive at a decision that is (ideally) mutually beneficial or one that minimizes harm to any one party.</p> <p><i>Course's Relationship: The ethical concerns in writing are addressed through discussion of case situations, preparation of visual aids, and use of resource materials. In some cases, political, social, legal and regulatory, or environmental issues are discussed as part of a situation for which students will be recommending action.</i></p>
 <p>Professional Skills</p>	<p><b>6. Students will be able to function effectively in professional settings.</b></p> <p>A. Students will demonstrate commitment to standards of professional behavior.</p> <p>B. Students will demonstrate an understanding of individual and group dynamics in organizations, including team building and collaborative behavior in the accomplishment of tasks.</p> <p><i>Course's Relationship: Business report writing students are assigned to teams to complete at least one major assignment/activity in the course. This assignment/activity includes a written report.</i></p>
 <p>Global Awareness</p>	<p><b>7. Students will be cognizant of the complexities of operating in a global business environment.</b></p> <p>A. Students will understand the basic economic, political, cultural and operational motivations for international business.</p> <p><i>Course's Relationship: The students in the business report writing class are assigned to gather basic information on various countries including their political system, economic conditions, and business communication practices. Adaptation of written and oral messages to meet the needs of reader and listener in a cross-cultural communication setting is also emphasized.</i></p>

## Tentative Class Schedule

Please note: All written assignments (other than those done in class) must be keyed on a computer and laser printed.

Date	Homework Assignment	Please Note
Wk. 1 Aug. 27	Introduction to course	
Wk. 2 Sept. 1.	Study Ch. 1 & 2 in <i>Business Communications</i> text book Study Ch. 1 and 2 in Nelson's <i>BEIT 336 Business Report Writing Study Notes</i>	Discuss report classifications and definitions In class: <b>Describe in your own words the "qualities of effective report writing"</b>
3	Study Ch. 3 & 4 in <i>Business Communications</i> Review Ch. 15 in <i>Business Communications</i>	Discuss techniques of readable writing and qualities of effective report writing In class: <b>Writing Techniques Paragraph Development Exercise</b>
Wk. 3 8	Read Ch. 8 in <i>Business Communications</i> Read Ch. 8 in Nelson	In class: <b>Introductory Paragraph Exercise</b> Discuss organizing information and constructing the outline.
10	Read Ch. 11 in <i>Business Communications</i> Read Ch. 11 in Nelson: Informative Reports and sample Read Ch. 12 in <i>Business Communications</i> Read Ch. 12 in Nelson: Sample Standard Business Letter – Block Sample Standard Business Letter – Modified Block with Blocked Paragraphs Sample Memorandum Format Sample Manuscript Format	Discuss constructing short and special reports.  Discuss <b>Informative Report Assignment</b>  Discuss physical presentation of reports.
Wk. 4 15	<b>Informative Report due</b> Study Ch. 9 <i>Business Communications</i> Review Ch. 8 in <i>Business Communications</i> and Nelson, paying particular attention to indirect order. Study Ch. 11 in Nelson: Recommendation Reports and samples	Discuss interpreting information. Discuss indirect arrangement and Recommendation Reports. Discuss <b>Individual Recommendation Report Assignment</b>
17	Study Ch. 14 in Nelson: Informal Graphic Aid Presentation and Samples Review Ch 12 in <i>Business Communications</i>	Discuss informal graphic aid presentation and physical presentation of reports
Wk. 5 22	<b>Individual Recommendation Report due</b>  Review from Nelson's <i>Study notes</i> on writing recommendation reports (chapter 11), arrangement of ideas, paying particular attention to the modified direct (deductive) arrangement of ideas (chapter 8) and informal graphic aid presentation.	Discuss direct (deductive) arrangement. Discuss group reports. Discuss physical presentation of reports. <u>Assign teams</u> and discuss <b>Group Recommendation Report Assignment and Peer Evaluation Form</b>
24	Review Ch. 8, 9, 11, & 12 in <i>Business Communications</i>	<b>Meet in computer lab –Nursing 209</b>
Wk. 6 29	<b>Group Recommendation Report due (one copy per group)</b> <b>Peer Evaluation Form due (one copy per student)</b> Study Progress Reports (and sample) in Ch. 11 in Nelson and Ch. 11 in <i>Business Communications</i>	Discuss progress reports. Discuss individual <b>Progress Report Assignment</b>
Oct. 1	Review Ch. 8, 9, 11, & 12 in <i>Business Communications</i> , if necessary	Discuss physical presentation of progress reports. Review for Exam
Wk. 7 6	<b>Progress Report Assignment due</b> <b>MIDTERM EXAM</b> -- questions could come from any portions of <i>Business Communications</i> chapters 1, 2, 3, 4, 8, 9, 11, 12, associated material in Nelson's Study Notes, and classroom discussions.	After midterm: Handout and discuss individual <b>Formal Report Assignment.</b>
8	Study Ch. 5 & 19 in <i>Business Communications.</i> Study Ch. 5 in Nelson Bring your individual <i>preliminary</i> outlines of ideas describing your investigation topics (in order of importance) to class today.	Discuss problem statement and factors for case for long report. Discuss collecting information through library research (data collection teams will be assigned). Handout: The Analytical Report Process

Wk. 8 13	<b>Library Research</b> Read handout: Formal Reports: The Analytical Report Process	<b>MEET IN LIBRARY room 229</b>
15	Study Ch. 19 in <i>Business Communications</i> Review Ch. 9 in <i>Business Communications</i>	Discuss primary research data collection methods. Begin work on primary research data collection instrument.
Wk. 9 20	Review Ch. 5 in <i>Business Communications</i> and Nelson Review Ch. 8 in <i>Business Communications</i> <b>Bring at least one article you located</b> in your library search, identify the parts of the article related to the factors in the case. <b>Be prepared to discuss in class.</b> <b>Bring your individual planning outline for Formal Report</b> (see handout: Formal Reports: The Analytical Report Process)	Discuss and critique selected research reports.  Discuss individual group members' data and problem analysis for Formal Report Assignment.  Discuss outline for Formal Report
22	Study Ch. 10 in <i>Business Communications</i> <b>Study handout: Formatting and Writing the Formal Report (be sure to study all referenced material)</b>	Review handout: <b>Formatting and Writing the Formal Report.</b> Discuss formal report formatting and writing techniques for <u>Introduction</u> section (including Problem Statement)
Wk. 10 27	<b>Bring keyed rough draft of Introduction section</b> Study Ch. 14 in <i>Business Communications</i> Study Ch. 14 in Nelson	Peer critique of <u>Introduction</u> section  Discussion of Graphics for Reports
29	Review Ch. 8 & 9 in <i>Business Communications</i>	Discussion of <u>factors and analysis</u> section.
Wk. 11 Nov. 3	Review Ch. 10 in <i>Business Communications</i> Review handout: Formal Reports: Formatting and Writing the Formal Report (and all referenced material) <b>Bring keyed rough draft of factors and analysis section.</b> <b>PLAGIARISM lecture and exercises</b>	Peer critique of <u>factors and analysis</u> section. In-class paraphrasing exercise.
5	Review Ch. 10 in <i>Business Communications</i> Review handout: Formal Reports: Formatting and Writing the Formal Report (and all referenced material)	Discuss <u>Summary, Conclusions, and Recommendations</u> sections.
Wk. 12 10	Study Ch. 13 in <i>Business Communications</i> Study Ch. 13 in Nelson <b>Bring keyed rough draft of Summary, Conclusions, and Recommendations sections.</b>	Peer critique of <u>Summary, Conclusions, and Recommendations</u> sections.  Discuss <u>Documentation and References page.</u>
12	Study OWL Web site for reference formatting. <b>Bring rough draft of Documentation and References page.</b>	Peer review of <u>Documentation and References page.</u>
Wk. 13 <b>MONDAY</b> <b>11/16</b>	<b>FORMAL REPORT DUE by 4 p.m. in my office</b>	<b>Three copies:</b> two laser printed (one bound, one stapled), one electronic submitted through Turnitin (instructions to be provided)
17	Study Ch. 16 in <i>Business Communications</i> , Review Ch. 4 in <i>Business Communications</i> Study Ch. 11 in Nelson: Developing an Effective Oral Presentation with Visual Aids	<b>Discuss oral presentation/PowerPoint assignment</b> Make team assignments.
19	Class does not meet	Meet with your group and plan PowerPoint presentation
Wk. 14 24	Review Ch. 14 in <i>Business Communications</i>	Discuss PowerPoint. Group time to organize and work on assignment.
27	<b>THANKSGIVING – NO CLASSES</b>	<b>EAT TURKEY – SLEEP IT OFF</b>
Wk. 15 Dec. 1	<b>Group Work on PowerPoint Assignment</b>	Group work on PowerPoint assignment
3, 8 & 10	<b>Oral Reports all three days followed by review for final.</b>	<b>Peer Evaluations and Review for Final</b>

**FINAL EXAM: Thursday, December 17 at 3:00 p.m.**

Exam will cover *Business Communications* Chapter 5, 19, 10, 13, 14, 16, associated material in Nelson's Study Notes, and classroom discussions.