



Lincoln University
COURSE SYLLABUS

Course: Report Writing
Department and number: English 99
Credit: 3 units, 45 Lecture Hours
Course prerequisites: none
Semester: Fall 2013 – Thursdays, 12:30-3:15
Instructor: Dr. Sylvia Y. Schoemaker Rippel
Email: sysr@lincolnuca.edu
Course-related email for the semester: profsylvia@gmail.com
Office hours and location: T, Th 11:45-12:30 and by arrangement, room 307
Office phone: 510-628-8036

INSTRUCTIONAL MATERIALS

Required Texts:

Text One (PHK):

Pride, W. M., Hughes, R. J., & Kapoor, J. R. (2013). *Foundations of business* (3rd ed.). Mason, OH: South-Western, Cengage Learning. (ISBN: 978-1-111-58015-5)

Text Two (KC):

Kuiper, S. A., & Clippinger, D. (2013) *Contemporary business report writing* (5th ed.). Mason, OH: South-Western, Cengage Learning. (ISBN: 978-1-111-82085-5)

Additional print, A/V, and online resources to be given in class

DESCRIPTION

ENG 99 - REPORT WRITING

The course instructs the student in the various forms of written reports. Students prepare informational and analytic reports. Computer tools and programs, as well as Internet resources, will be used as relevant. (3 units)

LEARNING OBJECTIVES

Learning objectives include

1. Development of academic and professional business leadership communication skills
2. Enhanced research and presentation skills
3. Improved ability to examine and evaluate various sides of issues and develop effective strategies for problem analysis and resolution
4. Greater ability to explore selected business topics centering on areas of special interest, including relevant case studies, and best practices

5. Increased skill in applying selection, development, evaluation, and communication criteria for relevant business subjects, contexts, purposes and channels.

INSTRUCTIONAL METHODS

The course sessions will include lectures , A/V-augmented presentations (text-based and other topically related slides and relevant audio/video/web resources), written and oral classroom exercises applying course concepts, small group and classroom discussions, student presentations of individual and group assignments based on course units, with emphasis on engaging students in learning by doing.

STUDENT RESPONSIBILITIES

It's essential that students attend class punctually and fully (arriving on time and leaving the classroom only at the scheduled break and end times). Students are expected to participate in individual and group work in a productive manner, to complete assignments according to schedule and at a level appropriate to university rubrics, and to take personal responsibility for meeting the objectives of the course.

ASSIGNMENTS OVERVIEW

For each of the course units a mini report on a personally-selected question or problem related to the topic is required.

Each successful unit mini report demonstrates

- Careful study of the assigned unit

- Appropriate selection and management of a limited topic

- Resolution of a significant problem or question of personal interest relevant to the unit.

- Use of appropriate writing and documentation styles.

- Management of the constraints of time and scope of the topic and presentation task

Email your assignments to me at profsylvia@gmail.com, either attached or in the body of your email, to aid in the projection and presentation of your materials. Presentations should be in abbreviated form (generally no more than five minutes each). Be sure to keep a copy of the email for yourself and add it to your E-Portfolios/PowerPoint presentations for midterm and final submission and sharing. Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent APA style guide.

SCHEDULE

#	Date	Context	Pride, Hughes, Kapoor (PHK): <i>Foundations of Business</i>	Skill	Kuiper, Clippinger (KC): <i>Contemporary Business Reports</i>
1	8/29/2013	Introduction Business Topics	Letter of Introduction	Research and Reports	KC: C1 Report Characteristics
2	9/5/2013	Business Environment	PHK: Part One: The Environment of Business PHK - Chapter 1: Exploring the World of Business and Economics PHK - Chapter 2: Being Ethical and Socially Responsible	Planning & Drafting	KC: C2 Planning the Report KC: C3 Producing the Report
3	9/12/2013	International Business	PHK - Chapter 3: Exploring Global Business PHK - Part One: Summary	Designing and Proofing	KC: C4 Writing Style and Lapses KC: C5 Illustrating the Report
4	9/19/2013	Entrepreneurship	PHK - Part Two: Business Ownership and Entrepreneurship PHK - Chapter 4: Choosing a Form of Business Ownership	Formatting	KC: C6 Formatting the Report
5	9/26/2013	Small Businesses and Franchises	PHK - Chapter 5: Small Business, Entrepreneurship, and Franchises PHK - Part Two: Summary	Routine Reports	KC: C7 Writing Routine Reports
6	10/3/2013	Management	PHK - Part Three: Management and Organization PHK - Chapter 6: Understanding the Management Process PHK - Chapter 7: Creating a Flexible Organization Part Three: Summary	Nonroutine Reports	KC: C8 Writing Nonroutine Reports
7	10/10/2013	Review E-Portfolio 1 / PPT Presentation			

8	10/17/2013	Midterm			
9	10/24/2013	Production	PHK - Chapter 8: Producing Quality Goods and Services	Research Plan	KC: C9 Planning and Delivering an Oral Report KC: C10 Planning the Research
10	10/31/2013	Human Resources	Part Four: Human Resources PHK - Chapter 9: Attracting and Retaining The Best Employees PHK - Chapter 10: Motivating and Satisfying Employees and Teams PHK - Part Four: Summary	Sources and Documentatio n	KC: C11 Selecting Data Sources KC: C12 Using Secondary Sources KC: C13 Using Primary Data Sources C14 Documenting Data Sources
11	11/7/2013	Marketing	Part Five: Marketing PHK - Chapter 11: Building Customer Relationships through Effective Marketing PHK - Chapter 12: Creating and Pricing Products that Satisfy Customers PHK - Chapter 13: Distributing and Promoting Products PHK - Part Five: Summary	Analysis	KC: C15 Analyzing Data for Complex Report
12	11/14/2013	Information and Financial Management,	Part Six: Managing Information, Accounting, and Finance PHK - Chapter 14: Understanding Information and E- Business	Research Reports	KC: C16 Writing Business Reports
13	11/21/2013	E-Business	PHK - Chapter 15: Using Accounting Information PHK - Chapter 16: Mastering Financial Management PHK - Part Six: Summary	Policies, Procedures, Instructions	KC: C17 Writing Policies, Procedures, and Instructions
	11/28/2013	Fall Recess			

14	12/5/2013	Review E-Portfolio 2	Presentations	Business Plan	KC: C18 Writing the Business Plan
15	12/12/2013	Final			

ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS

Students will be assessed on the basis of their assignments, presentations, midterms and finals.

Students will demonstrate their level of proficiency and achievement through appropriate and accurate application of classic and contemporary principles and best practices in oral and written communication for academic and professional purposes. Students attaining the higher levels of course goals will show successful application of critical and creative communication skills in approaching and solving academic and real-world examples, individually and as group participants. The following tables quantify assignment areas and grade distribution scales.

GRADING GUIDELINES

Items	Points
Exercises/ Daily Assignments, Oral and Written	10
Midterm	30
E-Portfolio I, II	10
Presentation of Assignments	10
Final Exam	40
Total	100

Points	Grade
100-95	A
94-90	A-
89-87	B+
86-84	B
83-80	B-
79-77	C+
76-74	C
73-70	C-
69-65	D+
64-60	D
59 or <	F

PLEASE NOTE:

Revisions to the schedule will be announced in class as needed. Class attendance is required. Required textbooks should be obtained as soon as possible and brought to class for each session. Class participation is encouraged for enhanced learning through applied content, group interactions, and individual and small group presentations. Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent APA style guide. Missed exams and assignments require certified excuses (signed documentation by an appropriate medical or other official representative). With documentation, a makeup exam may be scheduled. Electronics are not allowed during exams. Cell phones should not be active during class sessions.

Revised: August 2013