



Lincoln University

COURSE SYLLABUS

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Course: **MBA Special Topics in Business Administration: Business Research Report Writing**

Department and course number: **BA 386**

Credit: 3 units, 45 Lecture Hours

Course prerequisites: Permission from instructor

Semester: Spring 2014. Tuesdays, 9-11:45

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 and References:

Required Text:

Kuiper, S. A. (2013) Contemporary business report writing. (5th Ed.). Mason, Ohio: South-Western Cengage Learning. (ISBN: 978-1-111-82085-5)

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

Description

BA 386 - MBA Special Topics in Business Administration: Business Research Report Writing

This course offers topics of specialized interest, including case studies and independent research. Topics vary so students may include this in a customized concentration. This course may substitute a concentration only once and with the permission of the Dean. (3 units)

Prerequisite: Instructor's permission

LEARNING OBJECTIVES

Learning objectives include:

Expansion of academic and professional report writing skills

Development of research and documentation skills

Ability to write reports for specific purposes

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

INSTRUCTIONAL METHODS

The course sessions will include lectures and A/V-augmented presentations. Content will be multi-modal, combining text-based content with other media, especially topically related slides and relevant audio/video/web resources. Included are written and oral classroom exercises applying course concepts, small group and classroom discussions, and 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 students will do the following:

For each of the units (as well as any additional assignments given in class), students will do the following:

- Read assigned materials with care and understanding,
- Reflect on the assignments in writing (a brief paragraph or two), discussing your thoughts on the primary content; include points of personal interest.
- Review main points of the reading and create a personalized three-level primary question and answer outline on a minimum of three or four selected items from the assigned readings. The outline should develop the main topics in question form with a clear and concise answer followed by significant details with definitions and examples, including your own ideas and evaluations.

Email your assignments to me at profsylvia@gmail.com, with your outline and reflections attached or in the body of your email. Be sure to keep a copy of the email for yourself and add it to your ePortfolios/PowerPoint presentations for midterm and final submission and sharing.

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

Session	Date	Topic	KC: Kuiper, Clippinger, Contemporary Business Reports
1	21-Jan-14	Research and Reports	KC: C1 Report Characteristics
2	28-Jan-14	Planning & Drafting	KC: C2 Planning the Report KC: C3 Producing the Report
3	4-Feb-14	Designing and Proofing	KC: C4 Writing Style and Lapses
4	11-Feb-14	Formatting	KC: C5 Illustrating the Report KC: C6 Formatting the Report
5	18-Feb-14	Routine Reports	KC: C7 Writing Routine Reports
6	25-Feb-14	Nonroutine Reports	KC: C8 Writing Nonroutine Reports
7	4-Mar-14	Review ; E-Portfolio 1 / Ppt Presentation	
8	11-Mar-14	Midterm	
	18-Mar-14	Spring Recess	
9	25-Mar-14	Research Plan	KC: C9 Planning and Delivering an Oral Report KC: C10 Planning the Research KC: C11 Selecting Data Sources
10	1-Apr-14	Sources and Documentation	KC: C12 Using Secondary Sources KC: C13 Using Primary Data Sources KC14 Documenting Data Sources
11	8-Apr-14	Analysis	KC: C15 Analyzing Data for Complex Report
12	15-Apr-14	Research Reports	KC: C16 Writing Business Reports

13	22-Apr-14	Policies, Procedures, Instructions Business Plan	KC: C17 Writing Policies, Procedures, and Instructions KC: C18 Writing the Business Plan
14	29-Apr-14	Review ; E-Portfolio 1 / PPT Presentation	
15	6-May-14	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.