

Course Project

Parts

The course project has 3 parts:

1. Outline Memo – Due Week 5
2. Business Report – Due Week 7
3. Business Presentation – Due Week 8

Directions

You work for a company that is completely virtual; everyone telecommutes. Your classmates are your “coworkers.” Your instructor is your “supervisor.”

Your supervisor thinks that employees at your company could do with some suggestions for more effective business communication. Your supervisor has asked you to prepare a formal report to be provided to all employees to act as a guidebook concerning a communication issue and to prepare a presentation for all employees on the same subject as well.

Your report and presentation must explain both how and why to communicate effectively in relation to your chosen topic. **Choose ONE of the following topics and prepare a formal report and presentation for that topic:**

- Why and How to Write a Corporate Blog
- Interviews (Strategies for Interviewers of New Applicants)
- Conducting Meetings
- Presenting at a Conference
- Meeting Agendas and Minutes
- Providing Employee Reviews
- Writing a Reference Letter
- Hosting Webinars
- Creating Flyers
- Negotiation Skills
- Listening Skills
- Telephone Etiquette
- Conversation Skills
- Humor in the Workplace
- Avoiding Sexual Harassment in Communication
- Copyright Rules for Businesses
- Designing a Logo
- Newsletters
- International Written Communication
- International Interpersonal Communication
- Social Media Topic of Choice (Explain how and why to use a specific social media app for business purposes.)

- Technology Topic of Choice (Explain how and why to use a specific technology tool, such as Skype or Padlet, for business purposes) – Do not choose MS Word, Excel, or PowerPoint

Requirements

Your Week 5 outline memo must include the following:

- A comprehensive outline of your main points and supporting details to be covered in the final Week 7 report
- A list of the 4-6 professional sources you will use for your Week 7 report cited in either MLA or APA style

The Week 5 memo should be 1-2 single-spaced pages and formatted as a professional memo.

Purpose and Audience: Prepare this memo for your supervisor (your instructor) to indicate what you plan to include in the final Week 7 report that will be provided to all employees (your classmates). The purpose is to receive feedback from your supervisor to make sure you are planning to include everything that is needed by the employees for the Week 7 report.

Your Week 7 business report must include the following:

- A title page
- A transmittal letter addressed to your supervisor (your instructor), which should have a **summary** section to introduce yourself and the purpose of the report, a **background** section to explain what prompted this report, a **details** section that summarizes the report's major findings/conclusions, and an **action** section that invites the reader to do something with the report and/or provides ways to contact you for more discussion of the report or its implementation
- A table of contents
- An executive summary
- 4-7 pages of discussion (introduction, discussion sections, and conclusion/recommendations)
- A works cited (MLA) or references (APA) page with 4-8 sources appropriate for a professional audience (Be sure to use these sources and provide appropriate MLA or APA in-text citations for these sources in the discussion section too!)
- At least 1 appendix
- At least 1 technical illustration, such as a chart, graph, or image, that you created (i.e., not an image copy/pasted from another source)***

***The technical illustration should be in the body of the report and not in the appendix. Both the technical illustration and the appendix must have textual references included, such as "Appendix A shows..." or "Figure 1 demonstrates..."

The Week 7 business report should be 4-7 pages (from the first page of the introduction to the last page of the conclusion/recommendations sections, so this page count does not include the cover letter, table of contents, appendix, etc.).

Use SINGLE spacing for all business writing, including this report!

The Week 7 business report must be professionally formatted as demonstrated in this [Pearson Business Report Sample](#) (the sample report begins on page 208).

Purpose and Audience: The audience are professional adult coworkers (but the transmittal letter is addressed to your supervisor). The purpose is to provide a detailed manual of communication advice concerning your chosen topic.

Your **Week 8 business presentation** must include the following:

- At least 1 technical illustration that you created
- At least 1 citation of borrowed information in the discussion with a Works Cited or References slide at the end

The Week 8 business presentation has no length requirement, but there should be at least 7 PowerPoint slides.

Follow the grading rubric below carefully for crafting your presentation's content and design!

Purpose and Audience: The audience are professional adult coworkers (your classmates). The purpose is to provide a virtual presentation of your detailed week 7 report's content.

Suggested Timeline

Week 2: Decide on a topic.

Week 3: Research. Gather information that will support your report's proposal.

Week 4: Continue research and begin organizing the structure of your report (headings for main ideas, conclusions, appendix information, etc.)

Week 5: Submit outline memo.

Week 6: Use instructor feedback on outline memo to revise/refocus Week 7 report.

Week 7: Submit completed business report.

Week 8: Submit completed business presentation.

Grading Rubrics

Week 5 Outline Memo

Content 40	17-20 Student provides a clear and complete overview of planned content.	13-16 Student outline lacks some focus and could benefit from more precise thought and revisions.	10-12 Outline is vague and/or confusing.
Memo and Resources format	Student follows correct rules for	2-3 errors in the memo format	4 or more errors in format

20	memo format		
Resources 20	Student provides a list of 4-5 excellent resources for their particular project. 2 of these are scholarly	Student provides 2-3 resources. Only 1 or 2 of the resources are scholarly	Student provides 1 or less resources; none of them are scholarly
Mechanics and Style 20	Student work is free of mechanical errors. Student uses a lively writing style with thoughtful vocab choices. Sentences that are engaging and well written.	2-3 errors and /or writing style may be lacking in a number of ways. Writing may seem hurried or too wordy, for example. Use of vocab could improve with further effort and revisions	4 or more errors and/or writing style clearly needs work with little effort put into the sentences.

Week 7 Business Report

ENGL225	Tot. Pts. Possible	Tot. Pts. Earned	
Week 7: Final Formal Report	100 (15%)		
Gradable Items	Pts. Possible	Pts. Earned	Comments
Cover Letter: Summary, Background, Details, and Action sections in business letter format.	3		
Summary: <ul style="list-style-type: none"> • Identifies the purpose and most important features of the report • States the main conclusions • Sometimes makes a recommendation 	5		
Table of Contents (TOC): TOC lists the correct section names and page numbers.	3		

<p>Introduction (includes the following):</p> <ul style="list-style-type: none"> • Purpose—Explains why the project was carried out and the report written. This is the thesis. • Scope—Defines the parameters of the report, describes the ground covered by the report, and outlines the methods of investigations. If needed, discusses limiting factors. • Background—Includes facts readers must know if they are to fully understand the discussion that follows. 	<p>10</p>		
<p>Discussion: Appropriate headings used to make content easy to find. Content is logical and well supported. Organization is appropriately structured for chronological, subject, or concept development.</p>	<p>15</p>		

<p>Conclusion and Recommendations: <i>(Note that a conclusion is required, but a recommendations section may or may not be part of the report, depending on whether the discussion and conclusions indicate more work needs to be done.)</i></p> <p>Conclusion:</p> <ul style="list-style-type: none"> • States the major conclusions that can be drawn from the discussion. • Does not introduce new material or evidence to support your argument. • Conclusions put in decreasing order of importance. <p>Recommendations:</p> <ul style="list-style-type: none"> • Recommendation is written in strong, definite terms to convince readers that the course of action is valid. Use first person and active verbs. • No new evidence or new ideas are introduced. Relies only on previously presented evidence in the discussion and conclusions. 	<p>15</p>		
<p>Technical Illustration (At least one ORIGINAL):</p> <ul style="list-style-type: none"> • simple & uncluttered • depicts one main point • positioned close to narrative • labeled with at figure or table number and title, caption, or comments located beneath • referred to at least once in report 	<p>15</p>		

<p>Appendix:</p> <ul style="list-style-type: none"> • Contains related data not necessary to an immediate understanding of the discussion. • Placement is determined by which is mentioned first, second, third, etc. • Called out in body of the report to alert reader of presence at end. • Appendices are paginated and labeled appropriately (Appendix A, Appendix B, etc.). 	7		
<p>Citations:</p> <ul style="list-style-type: none"> • Works Cited (MLA) or References (APA) page contains each source that is used in the in-text citations. • In-text citations provided for each sentence of borrowed information in the report that is not common knowledge. • All citations are in correct MLA or APA format. 	10		
<p>Writing Style and Correctness of Expression:</p> <ul style="list-style-type: none"> • Report uses effective writing techniques, such as parallelism, unity, coherence, etc. • The Six Cs are used effectively. • There are no grammar, punctuation, spelling, or mechanical errors. 	10		
<p>Format:</p> <p>Pages of the report are formatted and organized according to the posted criteria.</p>	7		
TOTAL POINTS	100		

Week 8 Business Presentation

The slides support the main points /15	
...enhances the writer's written report /12	
...contains parallelism in writing and formatting /13	
...uses an easy-to-read font /13	

...does not use slides full of sentences /12	
...uses visuals /15	
The presentation reflects a correctness of expression /20	