



Lincoln University

BA 276 – Business Proposal and Report Writing COURSE SYLLABUS Fall 2024

- Instructor:** Dr. Abi Oguntuase
Lecture Schedule: Tuesday, 3:30 PM – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Advanced (Adv)
Office Hours: TBD
E-mail: Aoguntuase@lincolnuca.edu.
- Textbooks: Required Texts:**
Kuiper, S. A. (2013) Contemporary business report writing. (5th Ed.). Mason, Ohio: South-Western Cengage Learning. (ISBN: 978-1-111-82085-5)
Tensen, B. (2013) Research strategies for a digital age. (4th Ed.). Boston, MA: Wadsworth. Cengage Learning (ISBN: 9780840028822)
- Recommended Texts:**
Anderson, P. B. (2014). Technical Communication. (8th Ed.). Boston, MA: Wadsworth. Cengage Learning (ISBN: 9781133309819)
- Last Revision:** August 4, 2024

CATALOG DESCRIPTION

The course instructs the student in the various forms of written proposals and reports. Students are taught to prepare informational and analytic business reports. Computer tools and programs, as well as Artificial Intelligence resources, will be used as relevant. (3 units) *Prerequisite: ENG 82*

LEARNING OBJECTIVES

- 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 and professional report subjects, contexts, purposes and channels.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment activities
1	Develop writing skills for academic, professional, and socio-cultural purposes. Appropriately use topic specification, writing planning, researching, design, development, editing, and documentation. Use pre, during, and post writing strategies. Apply topic mapping and other resources.	PLO 1	ILO 1a, ILO 7a	Successfully completed written assignments mode-centered, audience-oriented, well-formed writing. Mode-centered, audience-oriented, well- executed grammatically and stylistically, punctually presented essay writing Completed written work. Peer evaluation. Instructor evaluation.
2	Demonstrate written communication skills in writing and presenting their essays for personal, peer and instructor evaluation.	PLO 3	ILO 2a, ILO 6a	Completed written work. Peer evaluation. Instructor evaluation.
3	Demonstrate achieved competencies in planning, drafting, editing, and documentation skills.	PLO 4	ILO 1a	Assigned essays. Completed written work. Peer evaluation. Instructor evaluation.
4	Compose well-organized written communications suitable for personal, academic, and professional purposes.	PLO 5	ILO 3a, ILO 4a	Assigned essays. Completed written work. Peer evaluation. Instructor evaluation.

INSTRUCTIONAL METHODS

The course sessions will include class lectures, 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. Every student must participate in an intensive classroom activity. Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [LU Library](http://lincolnuca.libguides.com) website (lincolnuca.libguides.com).

STUDENT RESPONSIBILITIES

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

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Learning Outcomes Assessment](#) section of LU website.

TOPICAL OUTLINE

Topics covered include informative and persuasive report planning, drafting, editing, and formatting, research and documentation skills.

HOMEWORK ASSIGNMENTS

For each of the units (as well as additional assignments given in class), students will do the following by the date listed on the schedule below:

Read assigned materials with care and understanding.

Respond to the main points of each chapter assigned by listing three or four key questions with answers (no more than two or three sentences each).

Reflect on the unit in writing (a brief paragraph or two).

Upload your assignments into Canvas before the date on the schedule.

Students will present the final assignments in class as well as upload them onto Canvas.

SCHEDULE

#	Date	Topic	Homework (<i>due by date listed</i>)
			CBR: Kuiper, Contemporary Business Reports, 5e RSDA: Tensen, Research Strategies for a Digital Age, 4e
1	8/27/2024	Introduction Research and Reports	CBR: C1 Report Characteristics RSDA: Part I: Research Basics
2	9/3/2024	Planning & Drafting	CBR: C2 Planning the Report CBR: C3 Producing the Report
3	9/10/2024	Designing and Proofing	CBR: C4 Writing Style and Lapses RSDA: Part 3: Incorporating Your Research
4	9/17/2024	Formatting	CBR: C5 Illustrating the Report CBR: C6 Formatting the Report
5	9/24/2024	Routine Reports	CBR: C7 Writing Routine Reports
6	10/1/2024	Non-routine Reports	CBR: C8 Writing Non-Routine Reports Informative report due
7	10/8/2024	Review	CBR: C9 Planning and Delivering an Oral Report
8	10/15/2024	Midterm	
9	10/22/2024	Research Plan	CBR: C10 Planning the Research CBR: C11 Selecting Data Sources RSDA: Part 2 - Research Using the WWW
10	10/29/2024	Sources and Analysis	CBR: C12 Using Secondary Sources CBR: C13 Using Primary Data Sources
11	11/5/2024	Documentation	RSDA: Part 4 - Research Documentation CBR: C14 Documenting Data Sources
12	11/12/2024	Research Reports	CBR: C16 Writing Business Reports
		Policies, Procedures, Instructions Business Plan	CBR: C17 Writing Policies, Procedures, and Instructions CBR: C18 Writing the Business Plan
13	11/19/2024		
	11/26/2024	Fall Recess	
14	12/3/2024	Presentations - Review	Persuasive report due.
15	12/10/2024	Final	

Assessment Criteria & Method of Evaluating Students

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.

The following tables quantify assignment areas and grade distribution scales.

GRADING POLICY

Items	Points
Exercises/ Daily Assignments	15
Midterm - Informative Report	20
e-Portfolio/Journal I, II	20
Presentation of Assignments	10
Final - Persuasive Report	35
Total	100

Grading Standard:

Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	F
Points	95-100	90-94	87-89	84-86	80-83	77-79	74-76	70-72	67-69	60-66	0-59

COURSE REQUIREMENTS

Students will be responsible for completing textbook chapter readings prior to the lectures. Individual homework assignments and examinations will be due by Sunday of each week by 11:59 PM and should be uploaded onto Canvas. Assignments submitted past the due date will be considered late and may be subject to a deduction of 10% of the final grade for each week the assignment is late. No assignments will be accepted after the last day of class.

ATTENDANCE

Students are expected to attend each class session. If you cannot attend a class due to a health-related concern or bereavement, please notify the instructor prior to the class. There will be no make-up assignments. Every student must participate in this course, and this is considered part of the grade. Therefore, do ask questions and come prepared to interact and participate.

MODIFICATION OF THE SYLLABUS

The instructor reserves the right to modify this syllabus at any time during the semester. Announcements of any changes will be made in the classroom.

WRITTEN REPORT RUBRICS				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel, and thought provoking	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization

<i>Sources and formatting</i>	A variety of high-quality sources are used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; most factual claims are supported with citations. The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of poor quality; factual claims are unsubstantiated. The report is poorly formatted
PRESENTATION				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	
<i>Style and Organization</i>	Presentation is clear, confident, and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well timed and structured.	The presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.	
<i>Questions and Answers</i>	A Student demonstrates extensive knowledge of the topic by providing confident, precise, and appropriate responses to all audience questions.	A student demonstrates knowledge of the topic by responding adequately to questions of the audience.	A student demonstrates a lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.	

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. Plagiarized content is strictly prohibited: 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 subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example. Missed exams and assignments require certified excuses (signed documentation by an appropriate medical or other official representative). All assignments, except class presentations will be submitted in Canvas