

## Business Communication 1 (MGMT 301)

2<sup>nd</sup> Semester 2020-2021

### Group Project - 20 Marks

In order to develop a better understanding of how people communicate in business, you will be analyzing a business scenario. Also, being able to analyze the audience and purpose of a scenario is an important skill to help you justify the necessity and effectiveness message.

**As a group, you need to analyze one of the following scenarios. Identify the audiences then discuss the task and the possible problem that will have to be solved by business “employees/owner.**

#### Scenario 1:

You and your co-founder are looking to expand the team and grow the business. One of the things you are most looking forward to with expanding the company is increasing the diversity of the team because you believe that the different- mindedness of the team is essential for a company’s continued success.

Your task is to effectively communicate the importance of social diversity in the workplace to the whole company and to inform the team about the planned company expansion by emphasizing the importance of hiring diverse employees. You may also show the positive impact of social diversity in other companies.

#### Scenario 2:

You are a regional manager at the Cloths Store. You received many feedbacks from different customers that they had a hard time identifying a staff member to help them. It was difficult to distinguish between who was a sales associate and who was a customer because there was no standard work uniform. You decide to take action by establishing a dress code for all staff. However, you are aware there may be some push back from the staff.

Your task is to effectively communicate to the store managers in your region about the decision to implement an employee dress code program. Your message should include rationale of your decision as a regional manager, the benefits of this policy, the costs, and the time frame involved in executing the new dress code policy. You may also include an appropriate examples to support your references.

#### Scenario 3:

You are a sales manager at the Candy Store. From the monthly reports, you found a sharp decline in the store's sales due to the rumor that the red dye in food/candy will cause cancer.

Your task is to propose a practical solution to general manager to make the business work again and return the customer’s confident. Your proposal should include identifying the problem, describing how the problem has affected the business, giving solution, and describing how solution affect the business. You may also include some advertisement methods to attract the costumers again.

**The final project should contain **Two** parts:**

**Part 1: Each group must submit a Written Document (memo or letter) about the scenario that has been chosen, which includes: (8 Marks)**

- (1) Develop a cover-page for the document.
- (2) Follow the good business document design guidelines.
- (3) Choose a correct document format that is suitable to the scenario.
- (4) Discuss the main task mentioned in the scenario.
- (5) Simulate the scenario using company's name, person's name, address, signature, and contact information.

**Part 2: Each group must create a PowerPoint Presentation about the scenario, which includes (PowerPoint: 6 Marks & Presentation: 6 Marks)**

- (1) Analyze the scenario including the task and the possible problem that will have to be solved.
- (2) Create a 15- to 20-minute analysis of the chosen scenario.
- (3) Each group member should speak for roughly the same amount of time during the presentation.
- (4) Do not read the presentation. Practice the presentation so you can speak from bullet points.
- (5) Present your PowerPoint slides effectively following the presentation slides design guidelines.
- (6) Customize your slides by using one themes, adding company's name, logo and address.

**General guidelines:**

- (1) Each group should consist of 4-5 students.
- (2) This project should reflect fair teamwork among group members.
- (3) Each group should assign a group leader as a point of reference with the course instructor.
- (4) Make sure to include visual aids such as graphs, tables, diagrams, and/or pictures to highlight your points clearly in the report.
- (5) The submission deadline for both the report and presentation is on **April 10, 2021 (at 2:00 PM)**.
- (6) Late submission: Due dates will be firmly adhered to. If the project is not submitted by the due date, a penalty of 20% per day will be deducted from the assessment mark.
- (7) Your document and slides should be grammatically correct, well punctuated, clear, concise, neatly presented, and easy to read.
- (8) A softcopy of the document, which includes all group names, should be uploaded on the Blackboard.
- (9) Plagiarism: will not be tolerated at all and will lead to serious action. Further details on plagiarism available in the course syllabus.

**Project Evaluation Form**  
(Weightage: Marks out of 20)

*Use the following form to prepare your document and PowerPoint presentation*

Document Marking Criterion	Assigned Grades	Grades Obtained	Comments
<b>1. Orgnazation:</b> Information is organized in a fully effective manner; presents strong introduction, expressive body, and purposeful conclusion. It Clearly states the purpose of the document.	<b>10</b>		
<b>2. Format/ Layout:</b> Includes all required layout components. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.	<b>10</b>		
<b>3. Document Design:</b> Effective use of paper design guideline. (Ch 4)	<b>10</b>		
<b>4. Contents:</b> All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented following logic and reasoning they've clearly presented throughout the writing	<b>15</b>		
<b>5. Development &amp; Critical thinking:</b> Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	<b>15</b>		
<b>6. Grammar, Mechanics, Style:</b> Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content.	<b>10</b>		
<b>7. Overall quality of document: Based on the instructions and guidelines:</b> Excellent document and provides a significant work engage with the degree of success in doing so.	<b>10</b>		
<b>Document Total Grades</b>	<b>80</b>		

PowerPoint Marking Criterion	Assigned Grades	Grades Obtained	Comments
<b>1. Effectiveness:</b> Presentation includes all material needed to gain a comfortable understanding of the topic.	<b>15</b>		
<b>2. Slide Creation:</b> Presentation flows well and logically. Slides reflect extensive use of tools in a creative way.	<b>10</b>		
<b>3. Presentation Slide Design:</b> Effective use of slide design guideline. (Ch 4)	<b>15</b>		
<b>4. Errors Pictures, Clip Art Background:</b> Images are appropriate. Layout is pleasing to the eye.	<b>10</b>		
<b>5. Content is free of Spilling or Grammar Errors</b>	<b>10</b>		
<b>Power Point Presentation Total Grades</b>	<b>60</b>		

<b>Presentation Marking Criterion</b>	<b>Assigned Grades</b>	<b>Grades Obtained</b>	<b>Comments</b>
<b>1. Organization of Content:</b> Main idea is identified quickly; clear transitions are used between topics; organization is strategic and effective; all parts of the task are completed fully and support the theme/content of the presentation.	<b>20</b>		
<b>2. Delivery:</b> The speaker delivers the message in a confident, clear, enthusiastic fashion. The volume and rate varies to add emphasis and interest. Pronunciation and enunciation are very clear. The speaker exhibits very few disfluencies, such as "ahs," "uhms," or "you knows."	<b>15</b>		
<b>3. Originality:</b> The presentation sustained the interest of the audience in clever and innovative ways and achieved the purpose of the presentation.	<b>15</b>		
<b>4. Length of Presentation:</b> (15-20 Minute)	<b>10</b>		
<b>Presentation Total Grades</b>	<b>60</b>		

*Good Luck*