

Business Beat

In Business Studies it is important for us to be as clear and to-the-point as possible so we use a specific approach to summarizing information. Using this approach, there is no opportunity to quote from the source or pad your writing in any way.

We use a 3-Step Method which this class refers to as the Business Beat. It is a structured report writing format which focusses on addressing three key questions:

1. What do you mean? Clearly Identifying the Issue?
 2. How do you know? Show examples (evidences)
 3. So what? Actions Required?
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The answer to each question forms a complete and separate paragraph. Taken together, the answers to these questions (in paragraph form) become your analysis. Introduction, Body, and Conclusion. In completing a Business Beat in this class, your three paragraphs are further limited in the following ways:

Paragraph 1 - 2-3 sentences

Paragraph 2 - 3-5 sentences

Paragraph 3 - 2-3 sentences

The result is a full and readable analysis of the relevant facts with an action plan- nothing more. The ability to integrate sources and meaningfully reduce it to these relevant facts with an action plan is an important business communication skill.

When preparing these reports, please keep in mind that they must all be clearly and neatly **Typed (one page long, single page), size 12, and 1.5-spaced**. Finally, you are encouraged to give a short (1-2 minute) in-class presentation.

| | Level 4 (80-100%) | Level 3 (70-79%) | Level 2 (60-69%) | Level 1 (50-59%) | Level R (0-49%) | Mark |
|---|---|---|---|--|---------------------------|-------------|
| <p>Communication</p> <p>Clearly expresses and organizes ideas and information in a WRITTEN REPORT - including spelling/grammar.</p> <p>Clearly expresses and organizes ideas and information</p> <p>1.5 spacing No contractions Size 12 font</p> | <p>4 ... 4.5 ... 5</p> <ul style="list-style-type: none"> • demonstrated to a high degree | <p>3.5 ... 4</p> <ul style="list-style-type: none"> • demonstrated considerably | <p>3 ... 3.5</p> <ul style="list-style-type: none"> • somewhat demonstrated | <p>2.5 ... 3</p> <ul style="list-style-type: none"> • limited demonstrated | <p>0 ... 2.5</p> | /5 |
| <p>Knowledge</p> <p>Facts and concepts (knowledge), and the comprehension of their meaning and significance (understanding).</p> | <p>4 ... 4.5 ... 5</p> <ul style="list-style-type: none"> • demonstrated to a high degree | <p>3.5 ... 4</p> <ul style="list-style-type: none"> • demonstrated considerably | <p>3 ... 3.5</p> <ul style="list-style-type: none"> • somewhat demonstrated | <p>2.5 ... 3</p> <ul style="list-style-type: none"> • limited demonstrated | <p>0 ... 2.5</p> | /5 |

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|---|---|---|---|--|---------------------------|-------------|
| <p>Application</p> <p>Effectively and appropriately applies knowledge and skills to the assignment requirements.</p> | <p>4 ... 4.5 ... 5</p> <ul style="list-style-type: none"> demonstrated to a high degree | <p>3.5 ... 4</p> <ul style="list-style-type: none"> demonstrated considerably | <p>3 ... 3.5</p> <ul style="list-style-type: none"> somewhat demonstrated | <p>2.5 ... 3</p> <ul style="list-style-type: none"> limited demonstrated | 0 ... 2.5 | /5 |
| <p>Thinking</p> <p>The use of critical and creative thinking skills and/or processes</p> | <p>4 ... 4.5 ... 5</p> <ul style="list-style-type: none"> demonstrated to a high degree | <p>3.5 ... 4</p> <ul style="list-style-type: none"> demonstrated considerably | <p>3 ... 3.5</p> <ul style="list-style-type: none"> somewhat demonstrated | <p>2.5 ... 3</p> <ul style="list-style-type: none"> limited demonstrated | 0 ... 2.5 | /5 |

Considerations:

1. Insightful Discussions
2. Depth of questions (not superficial)
3. Making connections within and across topics and subjects

4. Response to questions
5. Communicating the logic and reasoning
6. Evidence-based responses (not personal opinion only)
7. Handing in work that is unique
8. On time

Comments