

## **Community Service Project in Collaboration with the Happiness and Tolerance Council**

### **BUS 207 Spring Semester**

**Value:** 20% of final grade

**Objective:** Identify a need in your community and use business communication to help make a positive difference in your society.

**Group work:** Work in groups of 4-6 students

**Time frame:** 6-8 weeks

**Due date:** Sunday, April 16- Thursday, April 20

**Output:**

- **Group PowerPoint Presentation:**
  - 15-20 minutes per group
  - Present your project to the class. You may include video to add audience benefits
  - Provide evidence of business communication and reflect on how successfully you used it
  - Include the 3 tasks below and the supporting information
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- **Group Informational Report**
  - 10+ pages, no limit
  - Write an informational report (Textbook, page 254 and 254) about the whole project
  - Include supporting information of how you used business communication. (examples of emails, minutes of meetings, reflection on face-to-face meetings, telephone calls, WhatsApp, etc.)
  - Include the 3 tasks below and the supporting information

Task	Description	Supporting Information
Identifying a need in the community	<p>Analyze Purpose:</p> <ul style="list-style-type: none"> <li>• What do you want to do?</li> <li>• Why?</li> <li>• Who do you plan to work with?</li> </ul> <p>Analyze Audience:</p> <ul style="list-style-type: none"> <li>• Who do you plan to help?</li> <li>• What would make them happy?</li> <li>• Who do you need to contact to make this possible?</li> </ul> <p>Channel Choices:</p> <ul style="list-style-type: none"> <li>• How do you hope to do communicate this?</li> <li>• What channels work best to complete your goal</li> </ul>	<p>Include any of the following and reflect on their degree of success. What could have improved communication?</p> <p>Show proof of the following: e-mails, memos, face-to-face meetings, telephone calls, SMS.</p>
Working towards the goal	<p>-What did you do to work towards this goal?</p> <ul style="list-style-type: none"> <li>• Activities (meetings, bake sale, awareness campaign, social media, etc)</li> </ul> <p>-Did you have experience with intercultural communication? Explain.</p> <p>-Reflect on group work. Success/failure and support your reasons with proof.</p>	<p>Include any of the following and reflect on their degree of success. What could have improved communication?</p> <p>Show proof of the following: Minutes of meetings, e-mails, memos, face-to-face meetings, telephone calls, SMS, Social Media outlets.</p>
Completion of Project	<p>-Describe the end result</p> <p>-What did you learn about yourself?</p> <p>-What did you learn about business communication?</p>	<p>Include any of the following to show how you used business communication to make a difference in society.</p> <p>Emails, photos, letters, memos, minutes of meetings, etc.</p>