Bus209 WI (4) Sp 02 meets in BusAd E202

Written Communications in Business

Required text:


Recommended text:
A college-level grammar/handbook and a college-level dictionary.

Prerequisites are Eng100 and Acc201.

Bus209, Written Communications in Business, stresses persuasive writing, critical thinking, and problems solving skills; projects include memos, letters, and business reports. The interactive approach to writing focuses on teamwork and collaborative learning. Throughout the semester, our writing will develop and strengthen an awareness of organization, audience, tone, style, and sentence and paragraph structures. The goal is to write effectively in accordance with the 6 c’s for business writing: correct, clear, concise, coherent, complete, courteous.

Real Life Rules apply: Students become members of a community that is team-oriented, well organized, hard working, and able to engage simultaneously in multiple tasks. This community values professional conduct and open communication; it also recognizes that the success of the individual and the group depends on participation, preparedness, and courtesy.

Summary of Assignments

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Correspondence Portfolio</td>
<td>25%</td>
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<tr>
<td>Mid-term exam</td>
<td>20%</td>
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<tr>
<td>Exercises and Notes</td>
<td>10%</td>
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<tr>
<td>Sales Presentation of a reading assignment</td>
<td>15%</td>
</tr>
<tr>
<td>Research Report, a persuasive, evaluative report</td>
<td>30%</td>
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</tbody>
</table>

Final grade distribution:
100-90 = A; 89-80 = B; 79-70 = C; 69-60 = D; 59 and below = F.
The short version of *Course Policies and Procedures*

Be there!  Read   Write  Observe due dates

*Course Policies and Procedures* ensure that all team members are informed of and abide by the same principles.

1. **Being present, punctual, and prepared will assure that you will keep abreast of class projects and that you will benefit from in-class instructions and activities.**

   In our writing groups, each individual contributes to the group. If you are absent or late, you not only deprive yourself but also your classmates of an opportunity to learn.

   **Exceptions:** 5 absences and/or latenesses per semester

   **Condition:** Although some absences are excused, you are still responsible for the material covered in class. Consult with another student to obtain a full account of the session.

   ✓ For each additional absence or lateness, 3 points will be deducted.

   ✓ 10 absences per semester indicate that the minimum requirements for the course have not been fulfilled; a failing grade will be assigned, regardless of the work that has been done.

   ✓ In case of prolonged illness, contact me ASAP to discuss options; ask your physician for documentation.

2. **Bus209 is a community of writers.** All members of this community are required to participate in writing processes. These include (but are not limited to) bringing complete drafts that show an engagement in the writing project and offering thoughtful suggestions and comments to peers.

   **To receive a passing grade, students must complete all the work, including process work, such as drafts, peer responses, notes, etc.**

   ✓ I have the right to refuse to read, respond to, or grade essays that consistently demonstrate little or no involvement in writing processes. See also 3. below.

3. **Accuracy, neatness, and promptness** in turning in work--all determine success on the job and in this course. In the business world, reports and letters must be completed on time; hence, they are routinely written under the pressure of deadlines. Late work is generally unacceptable.

   **Exceptions:** 5 late submissions if exceptional circumstances are proven.

   An excused late submission must be turned in within 5 weekdays after the due date.
✓ Work turned in after the grace period and any unexcused late submissions will incur 1 penalty point for each day.

✓ Submissions that ignore the course sequence are not acceptable. Writers progress to the next task only after they have completed the previous one. 1 to 5 points will be deducted for each piece of missing or late process work. See also 2. above.

4. **Completing the reading assignments before class** will not only assure that you can participate, but also that you can fully benefit from classroom activities. **This course is cumulative.**

5. **Abide by the academic honors code.**
   ✓ Any type of cheating or plagiarism will result in an automatic failure of the course.

6. **Miscellaneous**

   Bring *Business Communication: Building Critical Skills* to class. Later on in the semester, you will also need a computer disk.

   By the 2nd week of instructions, have an e-mail account established.

   **Safeguard your work;** work that is not submitted during class must be turned in to KUY 402, the English Department’s main office.

   Please **turn off** cell phones and beepers.

   If you have any **questions or concerns**, come to my office during office hours or arrange a meeting with me at a mutually convenient time.
Syllabus
Bus209 WI
Written Communications in Business

Dates may change. Changes will be announced in class.

Please bring *Business Communication: Building Critical Skills* to class every day

Unit I: Introduction to eng209
to writing processes, note-taking and the correspondence portfolio

January

**W 16** Course Introduction

F 18 Read modules 1-2 (pp. 1-44)
Due: Neatly typed and formatted answers to the study questions 1.1, 1.2, 1.3, 2.11, and 2.12

W 23 Due: Choose either exercise 1.14 or 1.15 (pg. 19); minimum length requirement for the completed memo is 400 words (1 page single-spaced, typed in Times New Roman 10).

F 25 Read module 6 (pp. 106-117) and module 8 (132-146)
Due: Neatly typed and formatted answers to exercises 6.12 6.13, and the even numbered sentences of the Polishing Your Prose Exercises on page 117
Note: Restricted withdrawal (with “W” grade) begins. See SOC for details.

W 30 Read module 7 (pp. 118-131): Creating Goodwill
Due: Exercise 7.16 and “Polishing Your Prose” exercises on page 131, typed, etc. -- as always.

February

**F 1** Read module 10 (pp. 169-196)
Due: Questions 1 through 4 of "Planning for Writing"

W 6 Read module 4 (pp. 70-85), module 9 (pp. 148-168) and module 5 (pp. 87-103)
Due: "Polishing Your Prose" exercises on pages 102-3
Presentation: Planning, Writing, Revising, Designing and Formatting

F 8 Read module 12 (pp. 222-254)
Due: Exercise 10.11 a and b: for a., prioritize problems and discuss at least three of the most significant ones (explain also why these problems are significant).

**February**

**W 13** Read module 11 (pp. 197-221)
Due: Exercise 12.20 a. only

**F 15** Due: Completed "Planning for Writing" (hand-out) exercises
Presentation: Letters and Memos with particular emphasis on *Negative Messages*
February

W 20  Due: Draft of the correspondence

F 22  Review module 14 (pp. 270-293)
     Due: Exercises 14.18 (all)
     In class: Exercises 8.11 and 8.12

W 27  Read module 15 (pp. 294-311) and pages 58-64
     Due: Exercises 3.14 and 15.21 and 15.22

March

F 1   Due: final correspondence portfolio

W 6   Review for Mid-term

F 8   Mid-term Exam

W 13  Read module 21 (pp. 398-414)

F 15  Read module 22 (pp. 417-433)
     Review of modules 21 and 22

W 20  Read module 23 (pp. 434-449)

March

F 22  Read modules 26 and 27 (pp. 498-534) and module 29 (pp. 553-571)

March 25 through 29 -- Spring Recess

April

W 3   Due: Informal research proposal (see hand-out)

F 5   Internet search and discussion of source evaluations

W 9   Highlights of modules 24, 25, and 26

F 13  Hamilton Library

W 17  Due: Summaries of 2 source materials, totaling at least 400 words
     Bring your sources!

F 19  Draft of “List of Works Cited” with at least 5 entries in MLA style format.

W 24  Due: Summaries of 2 more sources, totaling at least 400 words
     Bring your sources!

F 26  Due: 5 or more pages of rough draft

May

W 1   Due: Revised draft

F 3   Bring revised drafts for in-class editing

W 8   Last day of instructions
     There is no final exam in Eng209.
     Due: the research report. Late papers cannot be accepted.

     Please submit a self-addressed, stamped envelope with your final report if you want me to mail
     your papers and final grade.

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