

ENGL 317: Writing for Business and Industry | Fall 2013

Section 020, TR 11am-12:15pm, LA 3101

Section 023, TR 2-3:15pm, LA 3101

Towson University

Course Syllabus

Contact Information

Instructor: Dr. Elizabeth Angeli, NREMT-B

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Office hours: TR 9:30-10:30am, 12:30-1:30pm, 3:30-4:30pm, and by appointment

General Description of the Course

ENGL 317 Writing for Business and Industry is designed specifically for business majors (accounting, business administration, and e-business). In this course, students will develop fundamental business writing, research, and analytical skills within a professional context. Principle topics include document selection, audience analysis, rhetorical and communication theory, strategy, and process.

Students may retake this course only once without the express permission of the Academic Standards Committee. Pre-req: ENGL 102 or 190 with a C or better.

General Purpose and Specific Topics

The course's primary purpose is to provide you with fundamental knowledge, expert guidance, and peer interaction. This purpose is aimed at helping you learn to produce well-organized, stylistically appropriate, and grammatically correct documents.

Business professionals depend on these documents to communicate effectively among organizations and with audiences. We will be covering the following principal topics:

- Nature and importance of ethical, effective workplace communication
- Information gathering and message planning
- Effective writing process: Planning, drafting, revising, and editing
- Elements of organization, style, persuasion, and document design
- Effective use of visual aids to display information graphically
- Design and delivery of effective memos, reports, proposals, and oral reports
- Review of grammar, i.e., common lower order concerns

Learning Outcomes

After successfully completing the course, you will be able to do the following:

- Explain and apply an audience-focused process for planning and designing messages for specific purposes common in business and industry settings
- Select the best media and/or document types for delivering a given message to a particular audience

- Employ an effective writing process, which includes analyzing the rhetorical situation; fostering ideas; efficiently gathering information; and developing organization, drafting, revision, and careful editing skills
- Work effectively and ethically with peers
- Produce professional-looking, clearly written, well-organized, ethical, and persuasive business documents

The English Department's Learning Goals

Read

Interpret written materials flexibly: understand that although multiple meanings are possible, textual evidence needs to support individual interpretations of the literature being read as well as the implications drawn from it.

Write

Write in a variety of forms (e.g. expository, argumentative, imaginative, business/technical) as appropriate to audience, purpose, and occasion, using evidence to support interpretations.

Research

Use research skills that include understanding of methods, technology, and conventions.

Reflect

Be reflective and lifelong learners.

Information Literacy and Technological Competence

Use software as appropriate to writing and research.

Global Awareness

Engaging intellectually in the experiences and views of people with different cultural backgrounds and beliefs.

Textbooks

Required

Guffey, M. E., & Loewy, D. (2010). *Business communication: Process and product* (7th ed.). Mason, OH: Cengage Learning.

Recommended

American Psychological Association. (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Modern Language Association of America. (2009). *MLA Handbook for Writers of Research Papers* (7th ed.). New York: Modern Language Association of America.

The University of Chicago Press. (2010). *The Chicago manual of style: The essential guide for writers, editors, and publishers* (16th ed.). Chicago: University of Chicago Press.

Required Software and Materials

You must have ready, convenient access to Microsoft Word. Any Towson student can purchase Microsoft Word, or the Office suite, at a regular academic discount from the University Union Bookstore.

Bring the following materials to each class:

- The course textbook
- A stapler
- A notebook
- A pen or pencil

Required Technology Access, Knowledge, and Responsibilities

We will be using email and Blackboard. To succeed in this course, you must have routine, ready access to computer technology and the requisite knowledge enabling you, at a minimum, to perform all of the following tasks efficiently:

- Send and receive Towson email. You must check your Towson email account daily to see if there are messages relating to the course.
- Create a folder for this course so that you may archive all messages you receive and send. Keep copies of all class-related emails from me or classmates. Saving emails ensures you have proof of sending emails, submitting work, etc. It's a good practice to develop.
- Download, open, and print PDF, Word, and PowerPoint files.
- Familiarize yourself with and utilize new technologies.
- Use Microsoft Word to produce well-formatted, easy-to-read documents fulfilling the requirements of written assignments.
- Read or print out comments and tracked edits on Word documents.
- Use Blackboard to
 - read, download, and print pages and documents
 - complete any assigned Blackboard quizzes and surveys online.

You will be printing a lot this semester, and sometimes you will print in color. Please plan accordingly by ensuring your printer works and has ink and paper. Check the amount of money on your printing account and adjust accordingly.

Required File Naming Convention

In any workplace setting, various individuals share a massive amount of information. If you need to upload a file to Blackboard or email me a file, and to help ensure that no

one's work will become lost over the course of the semester, you must use the following naming convention for saving and submitting documents:

Section 020: lastname_317f13_020_assignmentname.docx

Section 023: lastname_317f13_023_assignmentname.docx

For example, my file for the résumé draft assignment would look like this:

angeli_317f13_020_resumedraft.docx angeli_317f13_023_resumedraft.docx

Any file not submitted in this form will not be counted, must be resubmitted, and will be considered late.

Required Time Commitment

Over the 16 weeks of the semester, you should assume that you will need 6 to 8 hours a week on average to complete the assigned work—including class time. The workload is steady throughout the semester, and you will be completing readings and assignments for every class. We do not have a final exam in this course, but we will meet during our scheduled final exam period.

Course Email Policy

All emails you send must conform to the following checklist of guidelines:

- Appropriate subject heading that includes your section number, e.g., "English 317-020" or "English 317-023," and a brief phrase describing the email's content, e.g., English 317-020: Question on Rhetorical Assessment
- Appropriate address line, e.g., Dear Name,
- Appropriate closing line, e.g., Sincerely, Regards, etc.
- Awareness of appropriate level of formality
- Clear language and a lack of glaring grammatical/spelling problems
- If an attachment is included, clearly refer to and indicate the attachment's relationship to the email message
- Next steps indication, i.e., what the email recipient is to do with the information

I will not read any email that does not conform to these guidelines. I will reply with a blank email; this blank email is your notice that your original email lacked the above features. Upon receiving this email, please check this list and re-send me your email.

The aim of this email policy is not to punish you for certain writing behaviors. Rather, it is intended to help you develop professional writing practices that you will employ in a professional workplace.

My Responsibilities as Instructor

Throughout the course, I will do the following:

- Prepare students to write in business/workplace contexts in a professional, ethical, and responsible manner

- Establish and explain course objectives, assignments, evaluation criteria, and schedule
- Lead and moderate discussions, encouraging students to participate
- Reply to emails within 24 hours Monday through Friday (I do not check email Saturday and Sunday. Please plan accordingly.)
- Review and offer directive advice on drafts
- Return graded evaluations of assignments within a reasonable time and, in all cases, before the evaluative feedback would be needed to improve performance on a subsequent assignment

Your Responsibilities as a Student

To earn a satisfactory grade in this course, you are expected to do the following:

- Respect your peers and me at all times
- Abide by the course policies outlined in the syllabus
- Participate actively and cooperatively in class discussions and group work
- Ask (appropriate) questions you have regarding assignments, deadlines, concepts, directions etc.
- Follow directions; ask questions if directions are unclear
- Hand in complete, carefully written and edited assignments on or before the deadlines for them; print and staple assignments before submitting them
- Demonstrate professional standards for reliability, communication, pro-active problem solving, critical analysis, and cooperation in working on group and individual projects

Grading Scheme

The course grade consists of 400 course-grade points. The course letter grade will be entered according to this conversion scheme, which is the standard policy at Towson for undergraduate grading:

Point Range	Percentage Range	Letter Grade	Grade Points
372-400	93-100%	A	4.00
360-371	90-92%	A-	3.67
348-359	87-89%	B+	3.33
332-347	83-86%	B	3.00
320-331	80-82%	B-	2.67
304-319	76-79%	C+	2.33
280-303	70-75%	C	2.00
272-279	68-69%	D+	1.33
240-271	60-67%	D	1.00
0-237	0-59%	F	0.00

Assignments and Grade Breakdown

The course is broken down into 400 points as follows:

Course Component	Points Possible	Points Earned	Final Grade Percentage
Instructions	40		10%
Yardstick report	50		12.5%
Career dossier	70		17.5%
Business comm. firm	100		25%
Quizzes	60		15%
Prof. / participation / attendance	80		20%
Total	400		100%

All assignments must be turned in during class and must be printed and stapled before class. I do not accept assignments that are not printed or stapled. I do not accept assignments via email. Assignments turned in after class are late. I am happy to discuss grades with you 24 hours after you have received a graded assignment.

Instructions (40 points)

You will create a set of instructions of your choice. Learning to write instructions is an important part of understanding your audience and responding to audience needs; these skills are necessary for writing effectively. You will learn to do the following:

- Develop a reader profile
- Practice document design
- Select appropriate media based on audience needs
- Connect information through critical thinking
- Identify the primary, secondary, and shadow audience(s)
- Outline and organize information with a focus on the audience
- Edit based on the needs of the audience(s)
- Proofread to identify and eliminate grammatical errors

Yardstick Report (50 points)

The purpose of this assignment is to familiarize you with the process of developing a thoroughly researched report. You will learn to do the following:

- Research and identify a product
- Select an analytical approach with appropriate criteria (marketing, finance, management, e-business, etc.)
- Develop an analysis based on an analytical approach
- Connect information through critical thinking
- Analyze primary, secondary, and tertiary audience members
- Outline and organize information with a focus on the audience
- Draft a content complete report
- Edit based on the needs of the audience(s)
- Proofread to identify and eliminate grammatical errors

Career Dossier (70 points)

You will develop a career dossier that will support requisite assignments found in BUSX301 and BUSX460. The career dossier will guide you to do the following:

- Develop a set of short-term and long-term career goals
- Research academic and career options
- Select a proper résumé format
- Compose a targeted cover letter
- Edit based on the needs of the audience(s)
- Proofread to identify and eliminate grammatical errors

Business Communication Consulting Firm: Group Project (100 points)

In groups of four, you will bid on contracts for Western Technical High School's Health Sciences Program. As a group, you will create documents, propose a budget, and correspond with Western Tech faculty.

Western Technical High School's Health Science Program wants to recruit more middle school applicants. Your business communication firm will develop materials and compete for the winning bid. Therefore, you will be required to do the following:

- Conduct research
- Collaborate with your group members and assign roles to each group member, understanding each member's strengths and limitations
- Develop a communication strategy
- Predict audience behavior
- Use a proper rhetorical approach (structure)
- Communicate effectively and professionally with the business owner
- Format a business proposal and develop client-requested materials
- Edit based on the needs of the audience(s)
- Proofread to identify and eliminate grammatical errors

Each group will present their proposal in a 10-minute presentation during finals week.

Tests/Quizzes (60 points)

You will complete the following six quizzes this semester:

- Diagnostic grammar/usage/punctuation pre- and post-test (10 points each, 20 points total)
- Syllabus reading quiz (10 points)
- Three reading quizzes (10 points each, 30 points total)

You will take all quizzes at the beginning of class. No make-up quizzes are given unless you schedule it in advance. If you come to class after the quiz is over, you cannot make it up unless you have made previous arrangements with me.

Professionalism, Participation, and Attendance (80 points)

Our classroom is a professional environment. We will treat this classroom as a workplace; therefore, professionalism encompasses all of the intangible aspects of the

course. Professionalism has several facets: attendance, courtesy, leadership, collaboration, teamwork, participation, and following directions.

The following items count against you and will affect your grade:

- Missing class, arriving late, or leaving early
- Rarely speaking up or routinely participating in a passive, pro-forma way
- Consistently not following directions
- Failing to do your part or to keep in touch with team members
- Failing to be in class when you are assigned to take minutes and / or not writing minutes as required
- Failing to complete or doing rushed, unprofessional work
- Failing to complete assignments for participation credit

Participation Credit

Some assignments are worth participation credit. These assignments are not graded. You will earn a "Y" for turned in or an "N" for not turned in. Not turning in these required assignments will count against your professionalism, participation, and attendance. Late participation credit assignments will not be accepted.

Revision Policy

You have the opportunity to revise either your instructions, yardstick report, or career dossier. You may only revise one project.

If you choose to revise a project, you must include the original project and grading sheet, your revised project, and a properly formatted memo thoroughly explaining each revision and why the revision is effective. All these materials must be placed into a manila envelope with your name and section number written on the outside. The grade you receive on the revision will be averaged with your original; this averaged grade will replace your original grade.

All revised projects are due one week after you receive your graded project back and must be submitted following the above guidelines. No exceptions.

Extra Credit

You can earn extra credit points throughout the semester if you correctly identify and correctly revise a grammar or mechanic error on documents you read this semester, except for your peers' writing. Each time you correctly identify an error and revision, you can earn two points. You can earn a maximum of 12 extra credit points.

Deadlines

All assignments are due on the due date at the beginning of class and must adhere to the assignment requirements to be accepted (i.e., printed, stapled, etc.). I will post deadlines and guidelines for all assignments well in advance. In-class activities, quizzes, and participation credit assignments cannot be made up.

Work turned in late will be reduced three points for each day it is late—including weekends. For example, an assignment turned in three days late earning 40/50 points will receive 31/50. You can turn in work up to one week after the original deadline, including weekends. After a week, the work will earn zero points. If you turn in an assignment the same day it is due after class, the grade will be reduced by two points.

If an unavoidable problem arises, contact me in writing before the deadline.

Attendance Policy

To be considered present in a class, you must do the following:

- Sign your name on the attendance sheet; you may not have another student sign your name or ask another student sign in for you (doing so violates the Student Academic Integrity Policy and will be handled accordingly)
- Attend scheduled conferences
- Keep your cell phone off; do not text
- Arrive to class on time and stay until class is over
- Refrain from being online unless instructed

Long story short: Don't miss class unless you have no choice. Missing class will affect your course grade.

You can miss two classes without penalties. Remember, though, that an absence is an absence regardless of excuse. Do your best to be at every class in case you need to miss class for an unexpected reason. Talk to me if you absolutely must miss class.

Penalties for Absences

At the end of the course, I add up the absences in your attendance record. You can miss two classes without penalty. Five absences result in an F in the course.

- Two absences do not result in a grade deduction (you may earn grade penalties for any assignments not handed in or handed in late)
- A third absence lowers a student's final grade by 20 course grade points.
- A fourth absence lowers a student's final grade by 30 course grade points.
- A fifth absence will result in an F in the course.

I highly recommend that you keep track of your own absences so you know if you are at risk of failing the course.

If you arrive late to class or leave early (more than 15 minutes) from class without an acceptable reason/ documentation, you will be marked late. Four "lates" equals one absence. Remember: five absences will most likely result in an F for the course.

Behavior

You are expected to govern your face-to-face and online communication and interaction to the norms of courteous and respectful behavior expected at Towson. I will caution and counsel violators of these norms in private.

If a student who has been warned repeats unacceptable behavior, I will report the matter to the appropriate university authority, which may result in the student's removal from the course.

Cell Phone Policy

Cell phones, iPods, mp3 players, etc. must be on silent—not vibrate—during class. Texting stops as soon as you enter the classroom and class begins. If you text during class, you will be marked absent for the day. No exceptions. Remember, four or more absences results in failing the course.

If texting in class occurs frequently, I will require all students to drop their phones off at the podium upon entering class. If you have an emergency and need to access your phone during class, talk to me before class begins.

Computer Lab Behavior

Because we will be in a computer lab, you are expected to use the computers appropriately. You will be asked to turn off the computer screens when we are not using them. When we are using the computers, do not check Facebook, Twitter, YouTube, news sites, email, etc. during class. You should only be on the sites to which you are instructed to go during class and using programs that we are using in class when we are using them.

Academic Integrity

You will be held to the traditional standards for academic honesty, which are codified for Towson University students in the Student Academic Integrity Policy (<http://wwwnew.towson.edu/provost/resources/studentacademic.asp>). Violating this policy is likely to have grave consequences for your grade in the course and could even lead, in severe cases, to dismissal from the university.

Students caught cheating will immediately earn a grade of F on the assignment and may earn a grade of F in the course, depending on the severity of the situation. I will report the incident to the Office of Judicial Affairs. For definitions of cheating, see Appendix F of the Undergraduate Catalog, particularly the sections on plagiarism and cheating, sections V.A. and V.C.

To ensure you do not plagiarize, you must follow either the APA, MLA, or CMS citation style. You can find all these rules online: the Purdue OWL (<http://owl.english.purdue.edu/>), APA Style Blog (<http://blog.apastyle.org/>), or buy the manuals at the bookstore.

Students Needing Accommodation for a Disability

Students needing accommodation due to a disability should see me during office hours. Please bring with you a statement from Disability Support Services authorizing your accommodation. You may contact Towson's Disability Support Services (<http://wwwnew.towson.edu/dss/welcome.html>) at 410-704-2638.

Additional Writing Assistance

If you would like to improve your writing skills, make an appointment at Towson's writing centers. Contact the Writing Center (Liberal Arts Building 5330, 410-704-3426) or the CBE Writing Proficiency Program (Stephens Hall 117, 410-704-4379).

You also can visit Towson's OWS (<http://www.towson.edu/ows/>) and the Purdue OWL (<http://owl.english.purdue.edu/>) for writing resources.

Counseling Center

If you are experiencing academic, interpersonal, or behavioral challenges, please contact the Counseling Center (<http://towson.edu/counseling>) at 410-704-2512. You may also contact me to seek assistance.

Course Schedule*

I will post a more detailed weekly schedule on Blackboard every Monday by 9am.
Check Blackboard weekly to ensure you are up-to-date.

Week Topic	Readings (read before class)	Major Deadlines** (print, staple before class)	Tests/Quizzes
<i>Week 1 Intro to the Course</i>			
Thursday, 8/29			
<i>Week 2 Rhetoric, Audience</i>			
Tuesday, 9/3	Syllabus, G pp. 2-7 and 13-18	Introductory memo	Syllabus quiz
Thursday, 9/5	JS Ch. 2 (PDF on E-reserve)		
<i>Week 3 Reader Profiles, Instructions</i>	<i>Begin Instructions Project</i>		
Tuesday, 9/10	Instructions Project Description, G pp. 112-120 and 231-233	List of three project ideas	Grammar pre-test
Thursday, 9/12	JS pp. 181-200 (PDF)	Audience analysis	
<i>Week 4 Peer Review, Revision</i>			
Tuesday, 9/17	G pp. 163-178	Draft #1 of instructions	
Thursday, 9/19		Draft #2 of instructions	
<i>Week 5 Report Writing</i>	<i>Begin Yardstick Report (YR) Project</i>		
Tuesday, 9/24	YR Project Description, G pp. 401-412	Instructions, RA due	
Thursday, 9/26	G pp. 386-389, YR samples (Bb)		Reading Q #1
<i>Week 6 Research</i>			
Tuesday, 10/1	G pp. 336-351	List of three project ideas	
Thursday, 10/3	G pp. 351-364		
<i>Week 7 Peer review, revision</i>			

Tuesday, 10/8	G pp. 148-155, Plain Language: http://tinyurl.com/l8jxul5	Draft of YR	
Thursday, 10/10		Draft of YR	
<i>Week 8 Job Hunting, Cover Letters</i>	<i>Begin Career Dossier Project</i>		
Tuesday, 10/15	Career Dossier Project Description, G pp. 495-503	YR, RA	
Thursday, 10/17	G pp. 524-530		
<i>Week 9 Résumés</i>			
Tuesday, 10/22	12 Creative Résumés that Work, How Recruiters Look at Your Résumé	Position Ad Analysis	
Thursday, 10/24	G pp. 503-524		Reading Q #2
<i>Week 10 Revision, Conferences</i>			
Tuesday, 10/29	Conferences	Draft of CD	
Thursday, 10/31	Conferences	Draft of CD	
<i>Week 11 Collaboration</i>	<i>Begin Business Comm. Firm</i>		
Tuesday, 11/5	Bus. Comm. Firm Project Description	CD, RA	Western Tech Faculty to visit class
Thursday, 11/7	JS Ch. 3 (PDF)		
<i>Week 12 Sending Messages</i>			
Tuesday, 11/12	http://tinyurl.com/askw5zq http://tinyurl.com/bbalwly http://tinyurl.com/b2xs5ch		
Thursday, 11/14	G pp. 223-229, 257-258, 261-268	Business letter introduction	
<i>Week 13 Writing Proposals</i>			
Tuesday, 11/19	G pp. 430-431 and 364-370	Draft of email	
Thursday, 11/21	Sample proposals (Bb)		
<i>Week 14 Presenting Visuals</i>			

Tuesday, 11/26		Progress Memo	Reading Q #3
Thursday, 11/28	No class Happy Thanksgiving		
<i>Week 15 Developing Presentations</i>			
Tuesday, 12/3	G pp. 458-473		
Thursday, 12/5			
<i>Week 16 Group Work</i>			
Tuesday, 12/10	Last class		Grammar post-test
<i>Week 17 Finals Week</i>			
Tuesday, 12/17	3-5pm Section 023	Proposal, presentation, RA	
Wednesday, 12/18	10:15am-12:15pm Section 020	Proposal, presentation, RA	

*Subject to change. I will notify you via class, email, and Blackboard.

**You will have assignments due every day class meets. I will assign work and provide details during every class.