ENGL 2223: Professional Writing for Business

Spring 2021 | Midwestern State University | Section X12

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Instructor	Wonjeong Kim
Office	Bea Wood 215
Office Hours	Mon-Thurs 1:00 pm-3:00 pm or by appointment
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Course Description

Professional Writing for Business is designed for business majors. An introduction to and application of professional workplace genres. Practice in planning, designing, developing, producing, and evaluating business communications. Rhetorical aims will shape the information or document production and design.

Learning Outcomes

Upon completion of ENGL 2223, you should be able to

- recognize and employ the conventions and genres of business communication;
- use visual and written rhetoric to accommodate different audiences and purposes;
- and produce accessible, persuasive, and usable documents.

Required Textbook
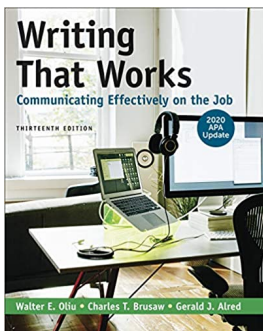
Oliu, Brusaw, & Alred. (2020). *Writing that works: Communicating effectively on the job*. Boston: Bedford St. Martins. ISBN: 978-1-319-36152-5

NOTE: You can use *WTW* 12th edition; however, you will need to find the page numbers if chapters are different.

Contacting Your Instructor

Email is the best way to contact me. In the body of your email, indicate the course and section number you're in. Please allow at least 24 hours for a response during the week and 48 hours over the weekend. Because this is a business writing course, all emails sent to me must be professionally written using the standard email format. Emails not using professional standards will be ignored.

Attendance

Because this is an online course, your attendance is tracked on a weekly basis by completing Discussion Boards. These supplement normal course discussion.

Graded Activity

Weekly work on D2L

- Discussion posts   10

Major Assignments

- Professional Email   5
- Proposal   15
- Short Report   15
- Recommendation Report   25
- Job Application Packet   20
  - Cover Letter/Application Letter
  - Resume
  - Recommendation Request Email

Final Exam   10

Total Points   **100**

Grading Scale

This class will not use the plus/minus grading system. In this class, the following numerical equivalents for final grades are used:

A = 100-90%   indicates excellent work
B = 89-80%   indicates good work
C = 79-70%   indicates satisfactory work
D = 69-60%   indicates passing work
F = 59-0   indicates failing work

Consequently, essays that meet the basic requirements earn a C, not an A or B. If you wish to earn A's and B's, you will have to work harder to produce better than satisfactory, or average, writing. A grade of C or better is required by the university to receive credit for this course.

Missing and Late Work

Late and missing work is unprofessional. To pass this course you must complete all major assignments. Additionally, all work should be submitted on time. Late work may be penalized one letter grade for each day it is late. If an emergency arises, you must contact me ahead of time to request an extension. Extensions will be granted based on the merits of each case.

Academic Dishonesty

Plagiarism is the use of someone else's thoughts, words, ideas, or lines or argument in your own work without appropriate documentation (a parenthetical citation at the end and a listing in "Works Cited")—whether you use that material in a quote, paraphrase, or summary. It is a theft of intellectual property and will not be tolerated whether intentional or not. All formal papers will run through the Turnitin for an originality report. At the very least, plagiarism will result in an F on the assignment; at worst, the consequence will be an F in the course. Offenders will be reported to the Chair of the Department of English, Humanities, and Philosophy and/or the Director of Student Conduct.

Safe Zone Statement

The professor considers this virtual classroom (D2L) to be a place where you will be treated with respect as a human being–regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that ALL students consider the classroom a safe environment.

Writing Center

Tutoring and Academic Support Programs (TASP) provides free drop-in tutoring for MSU students. Located on the first floor of Moffett Library, Writing tutors are available Monday through Thursday from 11:00am to 6:00pm and Sunday 2:00pm to 9:00pm. You don't need an appointment to use these services. Writing tutors will not edit your papers for you, but they will provide support and feedback at every stage of the writing process, from brainstorming to drafting, revising to proofreading. For Distance Education students, TASP has partnered with Thinkingstorm, an online tutoring company that provides you with high-quality, 24/7 tutoring support. Located at the top of your D2L course page, select the tutoring tab to book an appointment with a tutor.

Submission Format and Policy

All written assignments must follow APA or IEEE format unless otherwise noted. **Documents must be uploaded as <u>MS Word .doc</u> or <u>.docx files.</u>** Any documents uploaded not in these formats will not be graded. <u>Please note that it is your responsibility to check that your paper has been submitted correctly.</u> After each submission, you should always download the file you just submitted in order to make sure it opens properly. Failure to upload all required documents will result in a failing grade for the assignment. By enrolling in this class, the student expressly grants MSU a "limited right" in all intellectual property created by the student for the purpose of this course. The "limited right" shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality and authenticity, and for educational purposes.

American with Disabilities Act

<u>Students with disabilities:</u> The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Disability Support Services in Room 168 of the Clark Student Center, 940-397-4140.

ENGL 2223 Schedule

Please read the specified readings in advance and be prepared to discuss them on the dates listed below. Schedule subject to revision as necessary.

WTW = Writing That Works;
**DB = Discussion Board

Week	Dates	Read	Write & Submit
1	8/23 - 8/29	D2L: Syllabus (this file) D2L: "Common Errors in ENGL 2223" *WTW**: Chapter 1. Understanding the Workplace Writing Context	DB**1 due by Friday, 8/27, 11:59 pm
2	8/30 - 9/5	D2L: Knight, M. "Email and Perceived Professional Competence." D2L: Munter, M., Rogers, P., & Rymer, J. "Business E-mail: Guidelines for Users" *WTW*: Chapter 7. Writing Emails, Memos, and Letters	DB 2 due by Friday, 9/3, 11:59 pm
3	9/6 - 9/12	D2L: Assignment 1 Guidelines - Professional Email *WTW*: Chapter 2. Planning, Drafting, and Revising Workplace Writing	Assignment 1: Professional Email due by Friday, 9/10, 11:59 pm
4	9/13 - 9/19	*WTW*: Chapter 12. Writing Proposals	DB 3: First post by Friday, 9/17, 11:59 pm
5	9/20 - 9/26	D2L: Assignment 2 Guidelines - Proposal *WTW*: Chapter 4. Conducting Research	Assignment 2: Proposal due by Friday, 9/24, 11:59 pm
6	9/27 - 10/3	D2L: "Plagiarism Tutorial" Review *WTW*: Chapter 4. Conducting Research	DB 4 due by Friday, 9/24, 11:59 pm

7	10/4 - 10/10	*WTW*: Chapter 9. Writing Informal Report	DB 5 due by Friday, 10/8, 11:59 pm
8	10/11 - 10/17	D2L: Assignment 3 Guidelines - Short Report *WTW*: Chapter 5. Designing Text and Visuals	Assignment 3: Short report due by Friday, 10/15, 11:59 pm
9	10/18 - 10/24	*WTW*: Chapter 10. Writing Formal Reports	DB 6 due by Friday, 10/22, 11:59 pm
10	10/25 - 10/31	D2L: "Writing Formal Reports" PPT	DB 7 due by Friday, 10/29, 11:59 pm
11	11/1 - 11/7	D2L: Assignment 4 Guidelines - Recommendation Report Review *WTW*: Chapter 10. Writing Formal Reports	Assignment 4: Recommendation Report due by Friday, 11/5, 11:59 pm
12	11/8 - 11/14	D2L: Assignment 6 Guidelines - Job Application Packet *WTW*: Chapter 14. Finding the Right Job	DB 8 due by Friday, 11/12, 11:59 pm
13	11/15 - 11/21	D2L: Job Application Packet	Assignment 5: Job Application Packet due by Friday, 11/19, 11:59 pm
14	11/22 - 11/28	Thanksgiving break	
15	11/29 - 12/5	D2L: Final Exam Study Guide	Prepare for final exam
16	12/6 - 12/9	Final Exam TBD	