

# PROFESSIONAL WRITING FOR BUSINESS

**Instructor**            Dr. Geoffrey Clegg  
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**Office Hours**        Tues. and Thurs.        9:30-11:00; 12:00-1:50

## 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;
- craft a report through comprehensive research;
- develop skills in using citation methods (APA);
- edit documents for grammatical and syntactic correctness;
- and produce accessible, persuasive, and usable documents.

## Required Textbook

Readings and PowerPoints will be available on D2L.

## Attendance

Regular attendance is required. While absences are sometimes unavoidable, please be aware that University policy (Policies and Rules, 42-27) states that a student whose absences are excessive “may run the risk of receiving a lower grade or a failing grade,” regardless of his or her performance in the class. You run that risk if you exceed three unexcused absences in a MWF course, or two unexcused absences in a TTH course.

## Contacting Your Instructor

I am available via email ([geoffrey.clegg@msutexas.edu](mailto:geoffrey.clegg@msutexas.edu)) until 5 PM. Emails may be answered within 48 hours.

## Email Format

All emails should be written in a professional tone, format, and style. Unprofessional emails will be ignored.

Professional tone, format and style means you need to a greeting, at least two body paragraphs, and an end salutation. For example,

Dear Dr. Clegg,

I will not be able to make it to your 8:00 AM class today due to car trouble. I apologize in advance and will ask my peers for notes.

Best,

Student Mustang  
M100101010

## 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, cheating, and other forms of academic dishonesty will be punished with a failing grade. Please consult the Undergraduate Handbook for Midwestern State University's policies concerning academic misconduct.

## Plagiarism Policy

Plagiarism is the use of someone else's thoughts, words, ideas, or lines of argument in your own work without appropriate documentation (a parenthetical citation at the end and a listing in the References section)—whether you use that material in a quote, paraphrase, or summary.

Plagiarism will not be tolerated in my class. Doing so will result in an **F (0%)** for the paper and an **automatic F for the course**. Why risk an F when you can get a C?

You have the opportunity to appeal your grade if you feel this is in error.

## Writing Proficiency Requirement

All students seeking a Bachelor's degree from Midwestern State University must satisfy a writing proficiency requirement once they have 1) completed 6 hours of Communication Core and 2) earned 60 hours. Students may meet this requirement by passing the Writing Proficiency Exam, passing two Writing Intensive courses, or passing English 2113. If you have any questions about the exam, visit the Writing Proficiency Office website or call 397-4131.

## Tutoring Support

Tutoring and Academic Support Programs (TASP) provides free drop-in tutoring for MSU students. Located on the first floor of Moffett Library, TASP's Learning center provides tutoring support in a number of core courses and subject areas. Please see our schedule for more information about times and offerings. Remember that you don't need an appointment to utilize these services.

Some departments also provide tutoring. Check the "Tutoring at MSU" tab in the portal for more information about all campus tutoring opportunities.

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 Distance Education Tutoring course to book an appointment with a tutor. If you are a distance education student (i.e. you live more than 50 miles from MSU and are in all online courses), but you do not see this course pop up under your courses, please contact Ashley Hurst.

## Graded Activities

Project 1: Everyday Workplace Writing	100 pts.
Project 2: Persuasive Proposal	100 pts.
Project 3: Bad News Messages	100 pts.
Project 4: Recommendation Report	100 pts.
Project 5: Job Packet	100 pts.
Quizzes/Discussion Boards	100 pts.
<b>TOTAL POINTS</b>	<b>600 pts.</b>

## Final Grade Scale

100 - 90% — A
89 - 80% — B
79 - 70% — C
69 - 60% — D
< 60% — F

## Quality of Submissions

Your written work is a reflection of your abilities and, thus, a large part of your final grade for each assignment. You are required to produce high-quality, nuanced documents throughout this course. What does this mean? Every document you turn in **must** be free of simple errors, visually appealing, and mechanically and grammatically correct. Documents should have the appropriate margins, spacing, and formatting. Low quality work shows low effort. Low effort will receive a grade lower than C-.

### ***Revising and Peer Review***

Writing is a process that takes time and effort. You are expected to draft, revise, and proofread your work before submission. Your projects should not be a one-and-done style submission that lacks development. While we will do peer review for most assignments, it is expected that you carefully read and enact the revision advice of peers.

## Late Submissions

Graded assignments submitted after their due dates will be penalized in the following ways:

- The grade for the assignment will drop 10% for each scheduled class meeting that it is late.
- Late assignments turned in two weeks after the due date will receive a zero grade.
- **For online sections:** Online courses still have discrete deadlines. You cannot wait until the end of the semester to turn in missing work. Treat this class like your face-to-face courses instead of an afterthought.

## Statement of Nondiscrimination

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law, all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disabilities.

This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: “No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity.”

To obtain disability support services, students must:

- be accepted for admission to Midwestern State University,
- complete a request for services form available through the Office of Disability Services, and
- provide current documentation from a qualified professional (such as a licensed physician, psychologist, audiologist, etc.) diagnosing the disability, as defined by the Americans with Disabilities Act.

For information on Disability Services at Midwestern State University see the following:

<http://students.mwsu.edu/disability/>

If the instructor does not have proper notification, he will expect the same performance from each student enrolled in the course.

## Submission Format and Policy

All written assignments must follow APA format unless otherwise noted.

**Documents must be uploaded as MS Word .doc or .docx files.** Any documents uploaded not in these formats will not be graded (except for the Presentation). Likewise, all assignments will be run through TurnItIn.com’s anti-plagiarism software.

Failure to upload all required documents will result in a failing grade for the assignment. You cannot email me your assignments. Instead, they must be uploaded to D2L.

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.

## Campus Carry Statement

Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at <http://mwsu.edu/campus-carry/rules-policies>.

## *ENGL 2223 Schedule*

Please read the specified readings in advance and be prepared to discuss them on the dates listed below. Supplemental readings may also be assigned as the semester unfolds.

\*\* Schedule subject to revision as necessary \*\*

### **Week 1 January 16-22: Intro to Business Writing and Objectives**

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#### *Face-to-Face Sections*

1. Read over the syllabus, which you are doing now or not. I don't know since I'm not looking over your shoulder.
2. Review over PowerPoints 1 and 2 (all sections)
3. Create LinkedIn profile (all sections)

#### *Online Sections*

4. Complete Discussion Board 1 (online section only)
5. Review over PowerPoints 1 and 2 (all sections)
6. Create LinkedIn profile (all sections)

### **Week 2 January 23-29: Writing Everyday Messages**

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#### *All sections*

1. Read over PowerPoints on D2L
  - a. Planning and Drafting Workplace Writing
2. Read over PDF on D2L
  - a. "How Great Leaders Communicate" (HBR)
  - b. "Writing a Rejection Letter" (HBR)
3. **Project 1 assigned: Everyday Messages**

### **Week 3 January 30-February 5: Writing Everyday Messages**

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#### *Face-to-Face Sections*

1. Bring in rough draft of Project 1 on Monday (1/30) for peer review
2. Read over PowerPoints on Proposal Writing
3. **Turn in Project 1 by Friday**

#### *Online Sections*

1. Turn in rough draft of Project 1 on Monday (1/30) to Peer Review 1 Discussion Board
2. Have peer review finished and uploaded for a fellow classmate by Wednesday (2/1) before midnight.
3. **Turn in Project 1 by Friday**
4. Read over PowerPoints for Proposal Writing
5. Finish **Quiz 1 (Proposals)** by midnight on Friday.

## **Week 4 February 6- February 12: Writing Proposals**

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### *Face-to-Face sections*

1. Read over Proposal PowerPoints on D2L
2. Read over PDF on D2L
3. **Project 2: Proposal** assigned
4. Find three peer-reviewed citations for your proposal

### *Online Sections*

5. **Discussion Board 2** due by Wednesday
6. **Find three citations for your proposal**

## **Week 5 February 13- February 19: Writing Proposals**

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### *Face-to-Face sections*

1. **Before Monday:** Collect and save your three citations for your proposal
2. Read Proposal Writing Guide PowerPoint on D2L
3. Writing Workshops

### *Online Sections*

4. Read Proposal Writing Guide PowerPoint on D2L
5. **Discussion Board 3:**
6. **Quiz 2** due before Friday night
1. **Project 2 due by Sunday night**

## **Week 6 February 20- February 26: Negative Messaging**

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### *Face-to-Face sections*

1. **Read over Negative Message PowerPoints**
2. Read **Project 3** assignment sheet

### *Online Sections*

1. **Discussion Board 3: Managerial Style and Writing** due by Wednesday, response to peer due by Sunday.
2. **Read Project 3** assignment sheet

## **Week 7 February 27-March 5 Negative Messaging**

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### *Face-to-Face sections*

1. **Writing workshops all week**

### *Online Sections*

1. Begin drafting Project 3.
2. **Project 3 due Sunday before midnight**
3. **Quiz 3** due Friday before midnight.

## **Week 8 March 6- March 12: Recommendation Report**

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### *Face-to-Face sections*

1. We will spend this week doing face-to-face presentations on Project 3.

### *Online Sections*

1. **Upload Project 3: Progress Report presentation to D2L by Sunday night**

- a. If you desire, you can do your progress report as a private YouTube. Just put the link into D2L.
  - b. If you decide to upload a video to D2L, make sure it is functional.
    - i. Also, be as professional as possible. You can record it as a Zoom if that's easiest.
2. **Discussion Board 4** due by Wednesday
  3. **Quiz 2** due by Friday night

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**Week 9 March 13- March 19 SPRING BREAK!!!!**

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1. **Spring Break!** Go do something fun.

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**Week 10 March 20- March 26: Recommendation Reports**

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*Face-to-Face sections*

1. **Project 4: Recommendation Report assigned**
2. Read over PowerPoints on D2L
3. Read over PDFs on D2L

*Online Sections*

1. **Project 4: Recommendation Report assigned**
  - a. Make sure to read over the PowerPoints on D2L
2. **Discussion Board 4 due by Wednesday**
3. **Quiz 3 due by Friday**

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**Week 11 March 27- April 2: Recommendation Reports**

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*Face-to-Face sections*

1. Work on Recommendation Report

*Online Sections*

2. Work on Recommendation Report

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**Week 12 April 3- April 9:**

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1. **Holiday Break!**

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**Week 13 April 10- April 16: Recommendation Reports**

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*Face-to-Face sections*

1. Finalize Recommendation Reports
2. Turn in Recommendation Reports by Friday

*Online Sections*

3. Finalize Recommendation Reports by Friday

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**Week 14 April 17- April 23: Job Application Materials**

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*Face-to-Face sections*

1. Read over Job Application PowerPoints
2. **Read Projec5: Job Application Package assignment sheet**

*Online Sections*

1. Read over Job Application PowerPoints
2. **Read Projec5: Job Application Package assignment sheet**

**3. Discussion Board 5: Critique of Job Materials**

- a. Upload your resume and letter to D2L by Wednesday night
- b. Critique a peer's job application materials by Sunday night

**Week 15 April 24- April 30: Job Application Materials**

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***Both Face-to-Face and Online Sections:***

- 1. Turn in resume, application letter, and copy of the job ad

**Week 16 May 1- May 5: Wrapping Things Up**

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- 1. Questions, concerns, and general wrap-up of semester

<b>Important Dates</b>
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***Projects***

***Quizzes***

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Week 3: Project 1 due  
Week 5: Project 2 due  
Week 7: Project 3 due  
Week 13: Project 4 due  
Week 15: Project 5 due

Week 3: Quiz 1  
Week 5: Quiz 2  
Week 7: Quiz 3  
Week 14: Quiz 4