PROFESSIONAL WRITING FOR BUSINESS

Instructor   Dr. Geoffrey Clegg
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Office Hours   Mon/Wed/Fri   9:00-9:50 AM, 12:00-2:00 PM
Tues. and Thurs.   9:30-10:50 AM; 12:00-2:00 PM

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

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.

All workshop days are mandatory. You must come ready to work on your assignment. Use of personal electronics (cellphones) continuously throughout workshops will result in an absence for the day.

Contacting Your Instructor

I am available via email (geoffrey.clegg@msutexas.edu) until 6:00 PM most nights. Emails sent after 6:00 PM will be answered the next business day.

All emails should be written in a professional tone, format, and style. Any email not written appropriately will not be answered.

I will not read assignment drafts through email. Please schedule a time to meet with me during my office hours.

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 "Works Cited")–whether you use that material in a quote, paraphrase, or summary. Using documents submitted for another class—without prior permission from the instructor—or using another student's work also counts as plagiarism.

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 can appeal your grade (5 days after you receive the 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 (WPE), 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. ENGL 2223 is a Writing Intensive Course and counts as three of the six hours to avoid taking the WPE.

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.

Safe Zone Statement

The professor considers this classroom 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

Access to Microsoft 365
All students are able to download Microsoft Office 365 free of charge using their MSU Texas student email address. To acquire Office 365, please visit https://www.microsoft.com/en-us/education/products/office?ms.officeurl=getoffice365?ms.officeurl=getoffice365 and create an account.

University Computer Labs
The University provides four open computer labs throughout the week. These four labs feature access to Microsoft Office Suite for writing and internet access for research. You can find these labs in:

Location	Hours
Clark Student Center	24 hours (Mon-Sun)
Dillard 146	Mon-Thurs 6:00 am – 7:00 pm
Moffett Library	Mon-Thurs 8:00 am – 10:00 pm; Fri. 8-5; Sat: 10pm-6 pm; Sun: 2:00 pm-10 pm
Legacy Hall	24 hours (Mon-Sun)

Graded Activities
Project 1: Memo Practice   100 pts.
Project 2: Topic Proposal   100 pts.
Project 3: Job Packet   100 pts.
- Resume;
- Cover letter;
- Cover memo w/rhetorical analysis;

Project 4: Routine Messaging   100 pts.
Project 5: Recommendation Report   100 pts.
Project 6: Presentation   100 pts.
TOTAL POINTS   **600 pts.**

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

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.

- Submissions turned more than five days late will receive a 50% as the highest possible grade.

Students with Disabilities

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

Submission Format and Policy

All written assignments must follow MLA or APA format unless otherwise noted.

Documents must be labelled LastName.ProjectNumber.2223 (for example: Wilson.P1.2223). Failure to do so will result in a deduction from your overall assignment grade.

Documents must be uploaded as MS Word .doc or .docx files. Any documents uploaded not in these formats will not be graded (with the exception of Project 6).

Failure to upload all required documents will result in a failing grade for the assignment. Double check that you have correctly uploaded all documents and in the right format.

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 (8/22-08/28)

Mon	What is English 202D? Overview of course policies and procedures.
Wed	What is business writing? What is rhetoric? What do they have to do with each other? Read: Chapter 1, "Effective Business Communication," and Chapter 3, "Understanding Your Audience," in *Business Communication for Success (BCS)*.

Week 2 (8/39-9/03)

Mon/Wed How does business writing differ from the writing I've done for school? Intro to Project 1, the Research Memo. Read: Chapter 4, "Effective Business Writing," in *BCS* and Chapter 6, "Writing".

Memo writing tutorial.

Week 3 (9/06-9/10)

Labor Day (Monday)

Wed Draft workshop.

Project 1 due Friday before midnight

Week 4 (9/13-9/17)

Mon What isn't working at Midwestern State? What should be fixed? What could be improved? Intro to Project 2, the Topic Proposal.

Wed Bring in a rough draft of your proposal to class. Writing Workshop for Project 2. Read: Chapter 9.3, "Business Proposal," in *BCS.*

Project 2 due Friday before midnight

Week 5 (9/20-9/24)

Mon How do I coordinate an effective job search? **Intro to Project 3, the Job Application Packet**. What is a resume? What purposes does it serve? How can I make mine look good? Look over resume materials on D2L. Read the *NY Mag* article on resumes posted to D2L.

Wed What other materials should I prepare? How do I ask for references? What do I do in interviews?

Week 6 (9/27-10/1)

Mon Draft workshop

Wed Work on/finish your Project 3 submission.

Project 3 due before midnight

Week 7 (10/4-10/8)

I will be gone for a conference this week. Please see D2L for instructions.

Week 8 (10/11-10/15)

Mon Intro to Project 5, the Proposal Report. Read: PowerPoint on Reports.

Wed	What are the components of a formal report? What purposes do they serve? What do well-designed reports look like? Read over material on D2L.

Week 9 (10/18-10/222)

Mon	Software Workshop for Project 5. Designing compelling reports in Microsoft Word.
Wed	Software Workshop for Project 5. Designing compelling reports in Microsoft Word (continued). Read *Before & After Magazine* Issues 633, "PixTrix 1: Cropping Basics"and 601, "Squeeze play: How to fit a photo into a very skinny space," on handouts.

Week 10 (10/25-10/29)

Mon/Tues	Draft Workshop for Project 5. Submit a copy of your draft as directed by your instructor before class starts. Reference Appendix B, "Documentation of Report Sources" in *BCE* as necessary.
W/TH	Draft Workshop for Project 5 (continued).

Week 11 (11/1-11/5)

Mon/Tues	Draft Workshop for Project 5. Submit a copy of your draft as directed by your instructor before class starts. Reference Appendix B, "Documentation of Report Sources" in *BCE* as necessary.
W/TH	Draft Workshop for Project 5 (continued).

Week 12 (11/8-11/12)

Mon/Tues	. Is PowerPoint Evil? Designing effective slide-decks. Read: Chapter 12, "Developing and Delivering Business Presentations," in *BCE.*
W/TH	Software Workshop for Project 6. Designing presentations beyond the bullet-point template. Read excerpts from Garr Reynolds and Nancy Duarte, and *Before & After Magazine* Issues 631, "Design simple presentations," and 668, "Picture Your Presentation," on handouts.

Project 5 due Friday (11/12)

Week 13 (11/15-11/19)

Wrap-up week.

Week 14 (11/22-11/26)

	Thanksgiving Break. No class.
	Thanksgiving Break. No class.

Week 15 (11/29-12/3)

Mon/Tues	Oral Presentations.
W/TH	Oral Presentations.

Project 6 due on day of presentation!