



English 2223: Professional Writing for Business

College of Humanities & Social Sciences. CRN: 11381

Semester: 2024 Fall

Date: TR 2:00 p.m.-3:20 p.m.

Location: Dillard 306

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.

Course Objectives

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;
- produce accessible, persuasive, and usable documents.

Contact Information

Instructor: Meng Yu, PhD.

Email: meng.yu@msutexas.edu

Phone: 940-397-4086

Office: BW201

Office Hours: Monday to Thursday, 11:00 a.m.-12:15 p.m. or by appointment

I will check the email from Monday to Friday 8 am to 5 pm. Messages sent outside this time span will not be check until the next business day. Students are also welcomed to visit the

instructor during the office hours or request an appointment at a mutually convenient time. Students are strongly encouraged to “cc” themselves on all email correspondence to ensure delivery. Please note: There is a chance that I will not see the email on the same day that you send it. Therefore, please anticipate waiting at least 24 hours for a response to emails.

Textbook

[Business Communication for Success](#), University of Minnesota Libraries Publishing.

Assessment

All assignments receive a numeric grade based on the 100-point scale. Assignments are weighted. Each project will consist of planning, design and production, and reflections. Here is the rough weight of each major assignment, and I might adjust weights of assignments as the semester progresses.

Assignments break-down:

- Project One: Internal Proposal (15%)
- Project Two: Internal Communication Packet (20%)
- Project Three: Job Search Packet with Research Portion (25%)
- Project Four: Collaborative Recommendation Report (25%)
- Pechakucha Presentation (5%)
- Participation (10%): in-class assignments/workshops/ peer reviews

Your final grade will be converted to a letter grade as follows:

Table 1: Total points for final grade.

Grade	Points
A	89.5-100
B	79.5-89.4
C	69.5-79.4
D	59.5-69.4
F	Less than 59.4

Attendance & Participation

- Your attendance is reflected through participation score (15%). In-class assignments cannot be made up for credit if you are absent.
- If you have legitimate reasons for not being able to attend class, please inform me prior to these absences so that arrangements, if warranted, can be made.
- It is possible to miss up to 1 class without having your grade adversely affected. I will drop your lowest participation grade when calculate your overall participation grade.

- 3 tardies equal one absence. If you are late or leave early and are not present for at least 30 minutes of class, you will be marked absent.
- I also reserve the right to mark you as absent if you are not actively “present” in class, which may be indicated not actively participating in class activities or discussion or zoning out of class by zoning into your phone or other devices.

Technology

Students in this course will need a working and reliable computer and internet access that will allow the use of D2L course site tools, Google Drive, and any online resources provided. No special software is required but students will need access to MS Office products.

Assignment Submission

- Peer review: Please bring all drafts of your assignments BEFORE coming to class. They can be typed or in your laptop. Peer review cannot be made up if you are absent.
- Assignment submission: It is the responsibility of the student to have and maintain access to D2L, to properly submit all work through this platform, and to contact the instructor immediately if they have issues with paper submission.
- All assignments should be submitted on time, and in the correct format. In-class assignments cannot be made up for credit if you are absent. Please email your instructor if you are having any difficulty completing an assignment before it becomes late and affects your grade.

Professionalism

Members of this class are expected to treat one another with courtesy, professionalism, and respect. Repeated unprofessional, rude, or inappropriate behavior can result in points being deducted from a student’s final grade for the course per instance of such behavior.

Accommodations

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.

Writing Center & Tutoring

[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 provide support and feedback at all stages of writing, from brainstorming to drafting, revising to proofreading.

Academic Dishonesty

All students are expected to adhere to the Midwestern State University Student Honor Creed when completing any work for this course. When using the content or ideas of others, both published and unpublished sources, students must use accepted documentation conventions (e.g., APA or MLA). See the MSU Student Handbook (attached to course website) to read the Student Honor Creed and the university's policy on academic dishonesty.

- All work submitted to D2L will be scanned by the Turnitin® program, which flags text that has been quoted from other sources and/or generated by AI tools such as ChatGPT.
- AI/ChatGPT: In this course, you are welcome and encouraged to use artificial intelligence platforms such as ChatGPT ***ONLY for pre-writing tasks and brainstorming**. That said, you should not be using AI to produce your assignments or otherwise perform the “brain-work” that you are expected to be able to do (or learn to do) on your own. Doing so will result in a grade of zero for the assignment. If this happens twice, you will receive a grade of "F" for the course.
- When using the ideas of other published and unpublished sources, students must use accepted documentation conventions (i.e., MLA or APA). If you submit an assignment in which quoted content is not placed in "quotation marks" and/or you have not cited the correct source, you will receive a grade of zero for that assignment. If this occurs twice in the course, you will receive a grade of “F” for the course. There are no exceptions to this policy.

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 please refer to the MSU Texas website.

English 2223 Fall 2024 Schedule

This tentative schedule reflects a plan for the course, but deviations from this plan **will** become necessary as the semester progresses. Students are responsible for taking note of changes announced during class time **when** they occur.

Week	Date	In-Class Activities	Homework & Readings (Read the assigned text before the class)
Week 1	Aug. 27(T)	Intro to class & syllabus	
	Aug. 29 (R)	Business and professional writing Intro to project one: internal proposal	Read: Textbook Ch1 & Ch3
Week 2	Sep. 3 (T)	The basics of plain language and effective design	Read: Textbook Ch4
	Sep. 5 (R)	The basics of plain language and effective design	Read: Textbook Ch5
Week 3	Sep. 10 (T)	In class workday: internal proposal Ethical considerations in professional writing	Read: Textbook Ch6
	Sep. 12 (R)	Peer Review: Internal Proposal	Read: Textbook Ch8
Week 4	Sep. 17 (T)	Elevator Pitch	Read: Textbook Ch2 & Ch11
	Sep. 19 (R)	Correspondence: Email, letter, and Memo Intro to Internal Communication Packet	Read: Textbook Ch9
Week 5	Sep. 24 (T)	Scenario 1 & 2 Discussion	Read: Textbook Ch17
	Sep. 26 (R)	Scenario 3 & 4 Discussion	Read: Textbook Ch7
Week 6	Oct. 1 (T)	Internal Communication Packet Peer Review	
	Oct. 3 (R)	Intro to Job Search Packet Assignment Intro to eye-tracking research project	

Week	Date	In-Class Activities	Homework & Readings (Read the assigned text before the class)
Week 7	Oct. 8 (T)	Basic visual design Eye-tracking research (Cont.)	
	Oct 10(R)	Storytelling in job search	
Week 8	Oct. 15 (T)	Resume design	
	Oct. 17 (R)	1:1 Conference & Eye-tracking research	
Week 9	Oct. 22 (T)	1:1 Conference & Eye-tracking research	
	Oct. 24 (R)	Resume peer review & Eye-tracking research	
Week 10	Oct. 29 (T)	In class workday: cover letter	
	Oct. 31 (R)	Cover letter peer review	
Week 11	Nov. 5 (T)	Intro to group project Choosing your group members	Read: Textbook Ch19
	Nov. 7 (R)	Group Research Day	Read: Textbook Ch16
Week 12	Nov. 12 (T)	Group Research Day	
	Nov. 14 (R)	Progress report	
Week 13	Nov. 19 (T)	Report your research findings Team report assignment instruction In class workday: drafting team report	Progress report due
	Nov. 21 (R)	Peer Review: team report (TBD)	Read: Textbook Ch18
Week 14	Nov. 26 (T)	Drop-in Conference	Team report draft due
	Nov. 28 (R)	Thanksgiving Holiday	

Week	Date	In-Class Activities	Homework & Readings (Read the assigned text before the class)
Week 15	Dec. 3 (T)	Group presentation introduction: Pechakucha presentation Slides preparation Finalize your team report	Read: Textbook Ch14
	Dec. 5 (R)	Group Presentation	The deadline of all the assignments are Sunday, Dec 7
Week 16	Dec. 7 (T)	Final Exam Week- No Class	Final Exam Week- No Class