English 2223-x21: Professional Writing for Business
Spring 2026
8 weeks

Contact Information

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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.

Textbook & Instructional Materials

Online Accessible Textbook: Business Communication for Success, University of Minnesota Libraries Publishing. After following this link, please choose to download this book into the format that works best for you. I usually download into a digital pdf.

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.

Student Handbook
Refer to: Student Handbook

Academic Misconduct Policy & Procedures
Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without

following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.
Office of Student Conduct

Grading

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	30 % of grade
Discussions	30 % of grade
Final Assignments	40 % of grade

Table 2: Total points for final grade.

Grade	Percentage
A	90-100
B	80-89
C	70-79
D	60-69
F	Less than 59

Overview of the Course

Here are the major assignments in this class:

- Weekly Discussion Posts
- Resume and LinkedIn
- Website Memo
- AI and Business Report
- Presentation on Report

1. Resume and LinkedIn (100 points): More details will be provided on the assignment handout.
2. Website Evaluation Memo (100 points): Write a memo for evaluating a website. More details will be provided on the assignment handout.
3. AI and Business Report (100 points): Write a Recommendation Report for a Business that is considering requiring all employees to use AI in the workplace. More details will be provided on the assignment handout.
4. Presentation on Report (100 points). Record your oral presentation on your AI Business Report and this should be minimum of 5 minutes. Please use some form of accompanying visual aid (digital poster, ppt, Google slides). You are welcome to use any recording software you

would like. I have had students record videos on Loom, Screen Cast O Matic, imovie, upload to Youtube, Camera app on your phone, or any other way that will work for you. You just need to be able to upload the file. More details will be provided on the assignment handout.

I will give you a handout for each formal assignment which will detail the assignment requirements and will include a rubric explaining how I'll grade the assignment.

Discussion Posts and Respond to Fellow Students: 20 points each

Informal writing is a good way to practice your writing skills. I am looking for a response to the readings and not a summary. Please write at least ONE page. The responses can be a response to what you have read or you can include questions that you still have about the readings. You can include what you liked or what you learned from the readings. You can include how the information applies to what you are doing for this class or how the readings apply to other classes. Please use "I-statements" and focus on your own responses to the readings.

You can receive either full credit or no credit on the responses, and they are due every Wed at 11:59 pm. You will also be required (unless otherwise stated) to respond to at least 1 other post from a fellow student. Those posts must be at least a paragraph long. Both your 1 page and your 1 response is due Wed at 11:59 pm. Please post your Discussion and your 1 response in D2L under either the Discussion Tab or access the assignment in the Modules.

- While Discussions are not accepted late, you are allowed to miss 2 posts. You will be given a zero and those points won't be deleted until the end of the semester when I am completing grades.
- 15 pts for your response and 5 points for your response to another student
- Please reference at least 2 of the readings for the week in your weekly reading responses. Include a short Works Cited that includes at least the author's name and the title.
- Please post directly into the assignment and do not attach a file.

Attendance and Participation

Assignments are due on Wednesdays and Sundays.
- Please let me know if you will be missing an assignment or if you need an extension on an assignment. Please inform me prior to these absences so that arrangements, if warranted, can be made.
- I will mark all missing work as a "0" and will go back and change your score after you have submitted your assignments

- I will only accept late work for a week after the deadline. Discussions are not accepted late. This class builds on previous days and so anything older than a week is out of context and no longer as helpful to the class content.
- Discussions are not accepted late, but I will drop your two lowest scores at the end of the semester.

8 Week Course Structure

Since this is an 8-week course, the major assignments and expectations remain comparable to a regular semester. For that reason, the pace is faster and the workload is heavier than in a typical 16-week course. Participants in this course should expect to spend about 8-9 hours per week involved in the activities and completion of assignments over the semester. This is similar to the time one would invest in a course in a traditional classroom setting. This time invested is an average, with some weeks requiring more and some less time to complete all assignments and activities. Participation will be evaluated as the completion of all activities within the unit or module period.

Weather

If the university closes due to weather, all deadlines will be changed to accommodate the closure. If the university is not closed for weather, then the deadlines will not be changed.

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.

Extra Credit

There will be some extra credit opportunities in the class.

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into D2L through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. For our online course, this means that you turn in all the assignments that are posted. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. A student with excessive absences may be dropped from a

course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Online Computer Requirements

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ***Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ***Your computer being down is not an excuse for missing a deadline!!** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into D2L**.**

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide

appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

Writing Center and Tutoring

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 3 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, but mainly 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.
    - o Please be aware that many professors do not allow AI use in their classes. Please check with your professors.
- 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.

College Policies

Campus Carry Rules/Policies
Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy
To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry
Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit Campus Carry.

Active Shooter
The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit MSUReady – Active Shooter. Students are encouraged to watch the video entitled "*Run. Hide. Fight.*" which may be electronically accessed via the University police department's webpage: *"Run. Hide. Fight."*

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University MSU Catalog

*Notice: Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Schedule of Readings and Assignments

- Changes to this schedule may happen, but if a deadline is changed, it will be moved to a later time in the semester.
- Please check D2L Content for the most updated list of readings and assignments

Week 1 Introduction to the class
        Readings   Read the syllabus
                              Ch. 1 "Effective Business Communication"
                              9.5 "Resumes" in the textbook
                              Resume Examples
                              LinkedIn Checklist

        Assignments   Discussion #1: Introduction to yourself
                              Evaluate Resumes
                              Discussion Post #2: Response to the Readings

Week 2 Final Resume and LinkedIn
        Readings   LinkedIn checklist

        Assignments   Final resume and LinkedIn due

Week 3 Evaluate Websites and Memos
        Readings   Section 9.2 "Writing a memo"
                              Ch. 3 "Understanding your audience"
                              "How to evaluate a website," "How to write a memo,"
                              "How to evaluate the colors used, "How to evaluate bad
                              websites"

        Assignments   Discussion Post on readings
                              Evaluate examples of memos

Week 4 Final Memo due
        Readings   No readings this week

        Assignments   Final memo due

Week 5 Introduction to AI Business Report and Finding Sources
        Readings   Ch. 9.4 "Report"
                              "How to Use Google Scholar," "100 ways AI is being used
                              in business," "Additional Ways AI is being used in
                              business," "How to use Google Scholar when writing,"
                              "How to cite in APA"

        Assignments   Discussion post on readings
                              Discussion Post on Format and Google Scholar
                              Evaluate examples of business reports

Week 6 Business Report Templates and Oral Presentations
        Readings   Ch. 10 "Developing Business Presentations"
                              "Tips for Conference Presentations"
                              Business Report Templates

Assignments	Discussion Post on readings
	Start working on your rough draft as the draft is due next Wed.

Week 7 Rough Draft and Peer Review

Readings	No readings this week
Assignments	Rough draft
	Peer review

Week 8 Final Business Report

Readings	No readings this week
Assignments	Final Business Report
	Oral Presentation on Report (recorded)