

# Professional Writing for Business

## Instructor

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## Office Hours

Mon. and Wed. 12:00-1:50, Tues. and Thurs. 10:00-11:00, 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;
- and produce accessible, persuasive, and usable documents.

## Required Textbook

Oliu, Brusaw, and Alread. *Writing that works: Communicating effectively on the job*. Boston: Bedford/St. Martins. 11<sup>th</sup> or 12<sup>th</sup> edition.

## Electronic Communication

I will be available by email Mon-Fri until 5PM. All emails sent after 5PM (CST) will be answered the next business day.

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

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.

Email me if you know you are going to miss class.

## 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 for the course and be reported both to their Dean Stambaugh of DCOBA and the Dean of Students. [Seriously, get a C rather than an F for the semester. Don't risk your GPA.] Please consult the Undergraduate Handbook for Midwestern State University's policies concerning academic misconduct.

## Graded Activities

Project 1: Memo Practice	5pts
Project 2: Topic Proposal	10pts
Project 3: Job Packet	15pts
- Cover memo	
- Resume;	
- Cover letter;	
- Recommendation request email	
Project 4: Communication Packet	10pts
Project 5: Recommendation Report	25pts
Project 6: Presentation	10pts
Quizzes (5 x 5pts)	25pts
<b>TOTAL POINTS</b>	<b>100pts</b>

## 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.

Students will not be allowed to turn in future assignments until late work has been submitted. These assignments also will be penalized for late submission.

## 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 or IEEE 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.

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.

## Writing Center

Begin drafting papers as early as possible and take advantage of the MSU Writing Center, which will be online (<https://msutexas.edu/writing-center/>). 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.

## 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>.

## Readings

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PROJECT	CHAPTERS IN <i>WTW</i>
<b>1 (weeks 1-2)</b>	1-4, 8
<b>2 (weeks 3-4)</b>	13
<b>3 (weeks 5-6)</b>	16
<b>4 (weeks 7-9)</b>	9
<b>5 (weeks 10-15)</b>	5-7, 10-12

Some readings will be assigned and posted on D2L. These will consist of PowerPoints or articles.

## ENGL 2223 Schedule

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Please read the specified readings in advance and be prepared to discuss them on the dates listed below.

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

Week	Dates	Topic	Assignment Due by 5:00 PM on Friday of This Week
1	1/10-14	Introduction to ENGL 2223 Foundations of Business Writing	
2	1/17-21	<b>MLK Day (Monday)</b> Basics of Business Writing Writing e-mails	
3	1/24-28	Memos and Proposals	Project 1: Memo Quiz 1
4	1/31-2/4	Proposal Writing Ethical Issues and Research	
5	2/7-11	Applying for a Job Searching for Jobs	Project 2: Proposal Quiz 2
6	2/14-18	Resumes Cover Letters	
7	2/21-25	Communication Packet Persuasive writing	Project 3: Job Application Quiz 3
8	2/28-3/4	Positive and negative news	
9	3/7-11	Formal Reports Document Design and Layout	Project 4: Communication packet Quiz 4
10	3/14-18	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>
11	3/21-25	Executive Summaries Table of Contents	
12	3/28-4/1	Letter of Transmittal Work Day	Quiz 5
13	4/4-8	Finish up Project 5	Project 5: Recommendation Report by <b>Sunday (not Friday)</b>
14	4/11-15	<b>Holiday Break</b>	<b>Holiday Break</b>
15	4/18-22	Presentations	Upload Project 6 the day before your presentation.
16	4/25-29	Presentations	Upload Project 6 the day before your presentation.

