

WILLIAM PATERSON UNIVERSITY
Department of English
ENG 2070: Effective Business Writing
Winter Semester: December 26, 2013 – January 14, 2014

Instructor: Dr. Liane Robertson
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Office Hours: by email; real-time virtual office hours TBA

Course Description: This course aims to develop knowledge about writing in various business contexts, the ability to adapt writing to the various genres and formats used in business, and the skills needed to write effectively in business.

The course will involve reading and responses, quizzes, class participation via Discussion Board, production of business documents, and writing assignments about both the theoretical issues and practical approaches to business writing. This course takes place online only, in a condensed timeframe that will involve substantial writing, reading, and discussion. Plan to focus about 3 hours per day to online class work.

Course Objectives:

- To help students identify the qualities of successful business writing and to produce writing that features those qualities
- To teach students to appreciate various business situations that give rise to writing and to understand how different situations call for different sorts of writing
- To improve students' ability to write effective business letters, memos, reports, and other frequently used business writing genres and formats
- To help students utilize and understand the importance of correct grammar, straightforward sentence structure, and clear and concise style in business writing

Student Learning Outcomes:

By the end of the course, successful students will be able to:

- Competently produce a variety of forms of business writing
- Demonstrate through their writing that they understand the importance of context in effective business communication
- Demonstrate in writing that they are able to criticize and revise their own business writing and that of their peers

Prerequisite: ENG 1100

Textbook: *Excellence in Business Communication, 9th Edition*, by John V. Thill and Courtland L. Bovee (Pearson/Prentice Hall, 2010).

Course Requirements:

- All assignments completed and posted on time according to these policies:
 - half credit for late responses or discussion postings
 - no credit for late quizzes
 - one-third letter grade docked for each calendar day late on business documents and report
 - all submissions are due by midnight of their due date unless otherwise noted
- Reading Responses: respond to issues or topics from readings, using prompts provided as a guideline, both summarizing and analyzing
- Class Discussions and Peer Review: significant contribution to class discussion on Discussion Board, in responding to classmates' discussion postings where required, and during peer review workshops through providing feedback to classmates' drafts of documents
- Quizzes: 5 open-book quizzes will be given on material from the course
- Reports: each student will prepare two reports over the course of the semester, on an issue or topic provided by the instructor as raised in our course material but which we do not cover in-depth (minimal research required)
- Production of Business Documents: five different business documents will be drafted and finalized by each student over the course of the semester, corresponding with the documents covered in our reading material (memo, letter/email, proposal, presentation, situation analysis)

Late Work:

Because of the condensed timeframe and online format of this course, late work is unacceptable (see Course Requirements above). However, should technical issues with Blackboard or other class-wide issues arise, the instructor will make adjustments. No individual technical difficulty is an excuse for missing due dates. Please ensure your home computer is capable and available, and have a back-up plan (internet café, public library, school labs) should you experience problems with your own technology.

Accommodation:

Students requiring academic or other accommodation should provide documentation and alert the instructor before the first day of the course.

Academic Integrity:

Plagiarism is not only counterproductive to writing development but also a violation of the university's honor code and as such will not be tolerated in this course. Any student submitting work that is not original will be reported to the Dean of Students for disciplinary action.

Evaluation:

Your performance in this course will be evaluated according to the following criteria:

<i>Course Assignment</i>	<i>% of overall grade</i>
Reading Response Assignments (3)	15%
Contribution to Online Class Discussions and Peer Review on Drafts	15%
Quizzes (5)	20%
Reports (2 assignments, 4-6 pages each or equivalent)	20%
Production of Business Documents (5 assignments, including drafts, equivalent of 1-2 pages each)	30%

Course Schedule:

The following schedule is subject to adjustment. All assignments must be posted by midnight of the due date listed, with the exception of quizzes. Quiz availability and submission deadlines on each of the dates they are scheduled will be announced in advance. Detailed assignment descriptions and posting instructions for all written assignments will be available on Blackboard in advance.

Course Schedule

(subject to adjustment with advance notice)

Assignments (except quizzes) will be posted in advance so that students may work ahead with some flexibility. Participation in Class Discussions will require students to be on pace with readings listed on the course schedule. Quizzes will be posted 24 hours in advance of their due date/time.

DATE	FOCUS of CLASS/ MAJOR ASSIGNMENT	READING/ DISCUSSION DUE
Dec 26	Introduction to course Foundations of Business Communication	Ch. 1 due Class Discussion #1
Dec 27	Foundations – teamwork	Ch. 2 & Appendix C Class Discussion #2
Dec 28	Foundations – diversity in communication Quiz #1	Ch. 3 due Class Discussion #3
Dec 29	Writing Objectives and Organization Reading Response #1	Ch. 4 due Class Discussion #4
Dec 30	Writing Business Messages	Ch. 5 & 6; Appdx. A Class Discussion #5
Dec 31	Quiz #2 Business Memo due	
Jan 1	No class – work ahead	
Jan 2	Writing Business Messages Report #1 due	Ch. 7 & Appendix B Class Discussion #6
Jan 3	Writing and Editing Business Letter/Email due	Ch. 8 and 9 due Class Discussion #7
Jan 4	Writing and Editing Quiz #3	Ch. 10 due Class Discussion #8

Jan 5	Presenting Information Business Proposal due	Ch. 11 due Class Discussion #9
Jan 6	Presenting Information Reading Response #2	Ch. 12 due Class Discussion#10
Jan 7	Presenting Information	Ch. 13 due Class Discussion#11
Jan 8	Presenting Information Quiz #4	
Jan 9	Presenting Information Business Presentation due	Ch. 14 due Class Discussion#12
Jan 10	Writing Persuasively	Class Discussion#13
Jan 11	Writing Strategically Reading Response #3	Class Discussion#14
Jan 12	Writing Strategically Situation Analysis due	Class Discussion#15
Jan 13	Review – Effective Writing Quiz #5	
Jan 14	Reflection - Effective Writing Report #2 due	Final Class Discussion