Effective Business Writing/ENG 207
Professor Andrew J. McCarthy, MBA, MA
William Paterson University

Phone: 973 508 6755
Email: McCarthya@wpunj.edu
Text: TBA
Office Hours: By Appointment

Course Description
Effective Business Writing is a practical course designed to enhance the student’s ability to function effectively in the “real world” of modern business. Globalization, technology, and increased competition have coalesced, leaving us with the need to be facile and versatile in business-related applications. Classes will begin with a general conversation of current events in business and proceed to various projects undertaken by the students. The aim is to have every student in possession of the ability to be self-reliant and confident when attacking the opportunities afforded by the global economy, especially in the art and science of writing effectively and persuasively.

Learning Outcomes
The student will undertake a project (and three 2-page Reaction Papers) requiring the thought process of how one can function effectively in today’s business environment. Participants will plan a backup “business” that includes a description of the business itself, a media kit, and a general overview that enhances the project and effectiveness of the venture. Every effort is made to increase the ability of the student to be fully aware of what is required in today’s global economy. It’s a very direct course with simple, direct goals without needless hassle. Many students take it as a helpful, practical elective.

Attendance Policy
The course (for Winter Session) is designed as a workshop. Because of this mode of learning, the “attendance policy” requires all students to work on their own. Students and I will meet online twice a week for the Winter Session. If a student needs to conference about anything, then that can be arranged either by email or by phone.

Class Schedule (Subject to Change)
Lesson 1: Introduction to Course: Conversation: “Navigating the Waters of Business”
Lesson 2: Online Conversation: “Protecting Oneself in Business and the Competitive Economy”
Lesson 3: Media Kit Components Listed and Discussed
Lesson 4: Tips on Effective Writing, Speaking, and Listening
Lesson 5: Media Kit Components Deadline (1st Draft)
Lesson 8: Reaction Paper 3: “What’s New in the Economy?”
Lesson 9: Overview of Media Kits
Final Day: All Essays and Project Due

Course Assessment
Projects (Media Kits) 50%
Class Involvement (Online) 20%
Reaction Papers (3) 30%

Enthusiasm and a Positive Approach Results in Extra Credit and Benefit of the Doubt on Grades

Grade Parameters
93 to 100: A
90 to 93: A-
83 to 90: B+
80 to 83: B
70 to 80: C
Never Doing Anything in the Class: F