**English 202D, Fall 2017**

**Business**

**Writing**

**Instructor Information**

Instructor: Dr. Christine Grogan (Alderman)

Office Hours: 216 Burrowes; WF 1:30-3:00 and by appointment

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**Course Description**

When asked what business courses should teach more of, venture capitalist and Silicon Valley marketing executive Guy Kawasaki responded: “teach students how to communicate in five-sentence e-mails and with 10-slide PowerPoint presentations. If they just taught every student that, American business would be much better off.” In this course, you will learn to do that and more. English 202D introduces students to the conventions, genres, and strategies of business communication. In particular, it focuses on skills in rhetorical analysis, document design, reader-centered writing, and professional discourse. Students create written messages including e-mails, memos, letters, and reports. They also learn productive techniques for interviews and presentations, as well as communicating professionally in an increasingly global workplace.

Learning Outcomes

Upon completing this course, you should be able to

* produce clear, concise, and effective reader-centered and purpose-specific business messages
* demonstrate mastery of standard grammar, writing mechanics, and appropriate formats
* use written and visual rhetoric to accommodate different audiences and purposes
* craft accessible, persuasive, and usable documents
* gain a competitive edge with professionalism and business etiquette skills.

Required Textbook

*Business Communication Essentials*, 7th ed., by Courtland L. Bovée and John V. Thill. Upper Saddle River, NJ: Pearson, 2016. ISBN: 0-13-389678-1.

\*Please power off your cell phones and laptops during class.

Attendance

As in the workplace, you must attend and be punctual. 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** absences. Think of your two absences as PTO (paid time off). Unexcused absences after three will result in 5 points each deducted from your final grade. To try to get the absence excused, you need to email me the reason for the absence within a week of the absence. If you arrive to class late (as in after I take roll), it is your responsibility to check with me at the end of that class period to ensure the absence is changed to a tardy. If you miss class, it is your responsibility to get the assignments, class notes, etc. from a classmate. (Please don’t email me asking if you missed “anything important.”)

Late and Missed Work

Late/missed work is unprofessional. To pass this course you must complete all of the major assignments. You need to submit your assignments as both hard copies and electronic submissions 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.

Major Assignments

Topic Proposal (9/11) 10% Exam (11/17) 15%

Progress Report (10/30) 5% Correspondence Packet (9/27) 15%

Business Report (11/15) 25% Job Application (10/18) 20%

Oral Presentation (11/27) 10%

Final Grade Scale

A 93-100 B 83-86 C 70-76

A- 90-92 B- 80-82 D 60-69

B+ 87-89 C+ 77-79 F 0-59

**Plagiarism Statement**

Plagiarism is a breach of academic integrity that includes but is not limited to the act of presenting another person’s words or ideas as your own without attribution; the act of piecing together multiple unattributed sources to create the illusion of originality; or the act of resubmitting without acknowledgment and permission from the current course instructor significant passages of previously submitted work, even if the work is your own. The College of the Liberal Arts policy on plagiarism is available online at: <http://www.la.psu.edu/current-students/student-services/academic-integrity>. If you have any questions about plagiarism and its consequences (or about any other feature of academic integrity) please ask. Plagiarism indicates disregard for ethical standards, your instructor, and your peers. If plagiarism is discovered in your work, you risk failing the assignment and possibly the course. You will also be referred to the College Committee for Academic Integrity, and may be referred to the Office of Student Conduct, which could result in probation, suspension, or expulsion.

**Accessibility Statement**

Penn State welcomes students with disabilities into the University’s educational programs. Every Penn State campus has an office for students with disabilities. The Student Disability Resources Web site provides contact information for every Penn State campus (<http://equity.psu.edu/student-disability-resources/disability-coordinator>). For further information, please visit the Student Disability Resources website at <http://equity.psu.edu/sdr>. In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation (<http://equity.psu.edu/student-disability-resources/applying-for-services>). If the documentation supports your request for reasonable accommodations, your [campus’s disability services office](http://equity.psu.edu/sdr/disability-coordinator) will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. You must follow this process for every semester that you request accommodations.

**Nondiscrimination Statement**

The University is committed to equal access to programs, facilities, admission and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University’s educational mission, and will not be tolerated. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Office, 328 Boucke Building, <http://www.psu.edu/dept/aaoffice/>.

**Standards of Classroom Behavior**

Classroom behavior should always reflect the essential Penn State values of civility, integrity, and respect for the dignity and rights of others. As such, the classroom space should be safe, orderly, and positive—free from disruptions, disorderly conduct, and harassment as defined in the University Code of Conduct (<http://studentaffairs.psu.edu/conduct/Procedures.shtml>). The University Code of Conduct defines disruption “as an action or combination of actions by one or more individuals that unreasonably interferes with, hinders, obstructs, or prevents the operation of the University or infringes on the rights of others to freely participate in its programs and services"; disorderly conduct includes but is not limited to “creating unreasonable noise; pushing and shoving; creating a physically hazardous or physically offensive condition”; and harassment may include “directing physical or verbal conduct at an individual …; subjecting a person or group of persons to unwanted physical contact or threat of such; or engaging in a course of conduct, including following the person without proper authority (e.g., stalking), under circumstances which would cause a reasonable person to fear for his or her safety or the safety of others or to suffer emotional distress” (Section IV, B). The course instructor has the authority to request that any disruptive students leave the class for the class period. If disruptive behavior continues in subsequent class periods, a complaint may be filed with the Office of Student Conduct, which may result in the student being dismissed from class until University procedures have been completed. Any student with concerns or questions as to this policy should contact the course administrator.

**Schedule**

Please read the specified chapters in advance and be prepared to discuss them on the dates listed below. Supplemental readings may also be assigned as the semester unfolds.

\*\* Schedule subject to change as necessary \*\*

Week 1

M Aug 21 Syllabus; Introductions; Writing Assignment

W Aug 23 Chapter 1, “Professional Communication in Today’s Digital, Social, Mobile World,” and pages 140-42 (Email); Email Assignment

F Aug 25 Chapter 3, “Planning Business Messages,” Chapter 4, “Writing Business Messages,” and Chapter 5, “Completing Business Messages

Week 2

M Aug 28 Chapter 3, “Planning Business Messages,” Chapter 4, “Writing Business Messages,” and Chapter 5, “Completing Business Messages

W Aug 30 Introduce Topic Proposal

F Sept 1 Chapter 10, “Understanding and Planning Reports and Proposals”

Week 3

M Sept 4 No Class

W Sept 6 Chapter 10, “Understanding and Planning Reports and Proposals”

F Sept 8 Peer Review for Topic Proposal

Week 4

M Sept 11 Topic Proposal Due; Chapter 9, “Writing Persuasive Messages”

W Sept 13 Introduce Correspondence Packet

F Sept 15 No Class

Week 5

M Sept 18 Chapter 7, “Writing Routine and Positive Messages”

W Sept 20 Chapter 8, “Writing Negative Messages”

F Sept 22 Peer Review for Correspondence Packet

Week 6

M Sept 25 Chapter 2, “Collaboration, Interpersonal Communication, and Business Etiquette”

W Sept 27 Correspondence Packet Due; Examples of Negative Messages in the Business World

F Sept 29 Introduce Job Application

Week 7

M Oct 2 Chapter 13, “Building Careers and Writing Résumés”

W Oct 4 Customized Cover Letters, Letters of Recommendation Requests, Follow-Up Thank Yous

F Oct 6 Customized Cover Letters, Letters of Recommendation Requests, Follow-Up Thank Yous

Week 8

M Oct 9 Conferences

W Oct 11 Conferences

F Oct 13 Conferences

Week 9

M Oct 16 Peer Review for Job Application

W Oct 18 Job Application Due; Chapter 14, “Applying and Interviewing for Employment”

F Oct 20 Document Design

Week 10

M Oct 23 Document Design

W Oct 25 Instructions for Business Report

F Oct 27 Chapter 11, “Writing and Completing Reports and Proposals”

Week 11

M Oct 30 Mini-presentations; Progress Report Due

W Nov 1 Mini-presentations; Progress Report Due

F Nov 3 The Business Report

Week 12

M Nov 6 Chapter 12, “Developing and Delivering Business Presentations”

W Nov 8 Chapter 12, “Developing and Delivering Business Presentations”

F Nov 10 Peer Review for Business Report

Week 13

M Nov 13 Slide-decks

W Nov 15 Business Report Due; Slide-decks

F Nov 17 Exam

Week 14

M Nov 20 No Class

W Nov 22 No Class

F Nov 24 No Class

Week 15

M Nov 27 Oral Presentations

W Nov 29 Oral Presentations

F Dec 1 Oral Presentations

Week 16

M Dec 4 Oral Presentations

W Dec 6 Oral Presentations

F Dec 8 Oral Presentations