**English 202D, SprIng 2017**

**Business**

**Writing**

**Instructor Information**

Instructor: Dr. Christine Grogan (Alderman)

Office Hours: 216 Burrowes; T 10:30-11:30, TR 1:45-2:45, 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 **two** absences. Think of your two absences as PTO (paid time off). Any unexcused absence after two will result in a 1/3 of a letter grade 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 10% Exam 15%

Progress Report 5% Correspondence Packet 15%

Business Report 25% Job Application 20%

Oral Presentation 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

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