

Fayetteville State University
College of Arts and Sciences
Department of English
ENGL 344-D1: Business and Professional Writing
Fall 2011

I. Locator Information:

Instructor: Dr. Alison Van Nyhuis
 Course #, Name: ENGL 344-D1: Bus. and Prof. Writing
 Semester Credit Hours: 3.000
 Day and Time Class Meets: Online
 Classroom: Online at <http://blackboard.uncfsu.edu/>
 Total Contact Hours for Class: 45.000

Office Location: Williams Hall 214
 Office Hours: T/R 9:00-10:45 a.m. and 12:30-1:45 p.m.
 Office Phone: (910) 672-2506
 Department Fax: (910) 672-1425
 Department Mailbox: Butler Building 123
 Email Address: avannyhu@uncfsu.edu

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@broncos.uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU email may be found at <http://www.uncfsu.edu/policy/general/FSUE-mailFINAL.pdf>

II. Course Description from the University Catalog: ENGL 344 (3-3-0) Business and Professional Writing: This course explores the principle of effective writing in business and administration with special focus on the elements of mechanics, organization, technical style, and documentation. Students will learn various forms of writing commonly used in business communications, such as business letters, memorandums, reports and proposals. The course emphasizes clarity, conciseness, organization, format, style, tone, and correctness.

Prerequisite ENGL 110 And ENGL 120.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Textbook and Required Materials:

The following required textbook is available at the FSU Bookstore through the textbook rental policy:

Oliu, Walter E., Charles T. Brusaw, and Gerald J. Alred. *Writing That Works: Communicating Effectively on the Job*. 10th ed. Boston: Bedford, 2011. ISBN: 0-312-69217-X. ISBN-13: 978-0-312-69217-9.

You also must have access to a computer with the following capabilities:

- Broadband or DSL high-speed Internet access;
- MS Office software, which is available to FSU students at <https://fsuportal.uncfsu.edu/Citrix/AccessPlatform/auth/login.aspx>;
- Adobe Acrobat Reader, which you can download for free at <http://www.adobe.com/products/acrobat/readstep2.html>.

V. Student Learning Outcomes:

Upon completion of this course, students will be able to fulfill the following course outcomes:

- 1) Discuss ethical issues related to business writing practices.
- 2) Employ editing techniques to improve a text's readability and appropriateness for its intended readers.
- 3) Use a style manual for citation suitable for business writing, such as Chicago.
- 4) Write business-style documents, such as memoranda, reports and proposals, applying principles of effective writing in business and administration.
- 5) Design documents, such as brochures and reports, that illustrate visual-design techniques.

ENGL 344 contributes to the following FSU Core Objectives:

Communication Skills:

1. Students will comprehend, analyze, and evaluate the effectiveness of various forms of written and spoken communication, and they will assemble original written and spoken communications that display appropriate organization, clarity, and documentation for a given purpose and audience.

Inquiry Skills:

2. Students will formulate effective questions based on a need; organize, sort, evaluate, and retrieve academic information to address the need; cite sources appropriately for their context.

VI. Course Requirements and Evaluation Criteria

a. Grading Scale—

A / 1,000-915 points total / 92-100 %; B / 825-914 points total / 83-91 %; C / 725-824 points total / 73-82 %; D / 635-724 points total / 64-72 %; F / 634 points or less / 63% and Below.

b. Attendance/Blackboard Requirements—

Since you are taking an online course that does not meet in a room on campus, you primarily will interact with the class online through Blackboard at <http://blackboard.uncfsu.edu/>. Therefore, you are expected to know how to use Blackboard to complete coursework. Blackboard support is available 24/7 from <http://blackboard.uncfsu.edu/>.

If you are a new student who needs an account for Blackboard and email, follow these instructions from the ITTS website: <http://accts.uncfsu.edu/footprints/solution.cfm?id=2796&projectID=100>.

If you need additional technological assistance to complete coursework, contact the ITTS Support Center (<http://www.uncfsu.edu/itts/HelpDesk>) at (910) 672-2085 from 7:30 a.m. to 5:00 p.m. on Monday through Friday. You also may get technological help via email (uncfsuhelpdesk@perceptis.com).

In addition to the major assignments described below, you should do the following every week of the course: access our Blackboard course and read any new announcements or discussion board posts; complete the assigned reading; annotate the assigned reading; complete any additional assignments listed on the syllabus; check your FSU email for any course-related correspondence. If you do not access Blackboard, you will receive a “X” interim grade: No Show. If you do not access Blackboard weekly, you may receive an “EA” interim grade: Excessive Absences. If you do not submit assignments in Blackboard, you will fail the course.

c. Graded Assignments and Values—

You are expected to submit all coursework as directed below by the deadlines listed in the syllabus. Blackboard will document the date and time of your submission. See “My Grades” in Blackboard for points earned on submitted coursework: your grades generally will be available within two weeks of the assignment deadline. You are encouraged to submit your best work by the assignment deadline: you will not have the opportunity to resubmit coursework for a higher grade or earn extra credit in this course. Regularly check your weighted total and total points earned in “My Grades” to monitor your course performance.

1) Discussion Board Posts (Three at 50 points each / 150 points possible / 15%)

During the semester, you will make discussion board posts on three different topics in Blackboard. I will read all posts and respond to all posts in subsequent class notes. You also will be able to view your individual grades in Blackboard’s “MyGrades.” See class notes and the relevant Discussion Board Forum in Blackboard for specific prompts and additional details.

2) Quizzes (Five at 30 points each / 150 points possible / 15%)

Five announced reading quizzes will test your comprehension of the reading assigned during the week of the scheduled quiz. If you complete the quiz within the specified time, you then can view your score in Blackboard’s “MyGrades.” If you exceed the specified time, your score will be entered manually in “MyGrades” after the assignment deadline. See class notes in Blackboard for additional information.

3) Midterm Project and Exam (350 points possible / 35%)

For your Midterm Project, write in response to prompts distributed in Blackboard before the deadline. Submit your Midterm Project to Smarthinking through Blackboard to receive feedback, and submit your Midterm Project to Turnitin by the assignment deadline. You also will take the Midterm Exam in Blackboard on reading assigned before the Midterm Exam. See class notes and review documents in Blackboard for additional information.

4) Final Project and Exam (350 points possible / 35%)

For your Final Project, write in response to prompts distributed in Blackboard after the Midterm Exam. Document required sources in your Final Project according to a citation model: see page 181 of *Writing that Works* for additional information on documenting sources. Submit your Final Project to Smarthinking through Blackboard to receive feedback, and submit your Final Project to Turnitin by the assignment deadline. You also will take a Final Exam in Blackboard on reading assigned after the Midterm Exam. See class notes and review documents in Blackboard for additional information.

When grading your writing in this course, I will consider the ways in which you accommodate your audience and adapt to the assignment genre and situation. I also will assess the style and design of your documents. A projects, for example, are well organized, well developed, and relatively error-free. B projects are well organized, well developed, and relatively error-free; however, they need more complex development. Lower grades mean greater problems with development, organization, grammar, or documentation. The specific criteria for each assignment will be clarified in Blackboard.

d. Policy on Missed or Late Assignments—

You are encouraged to submit all work by the dates listed in the syllabus. If you do not take a quiz by the assignment deadline, you will earn 0 points for that quiz (unless you provide evidence of an excused absence on the assignment deadline and arrange to make up the quiz in a timely manner, generally within one week of the excused absence). If you make a discussion board post or submit an assignment to Turnitin after the assignment deadline, that post/assignment will be considered late. Late posts/assignments will drop one full letter grade per week late (unless you provide evidence of an excused absence on the assignment deadline and turn in missing or late assignment in a timely manner, generally within one week of the excused absence). If you do not submit the midterm project or the final project to Turnitin through Blackboard, you will earn 0 points for that assignment.

e. Text Requirements—

- Save all graded coursework in rich text format (.rtf) to preserve manuscript formatting: rich text format (.rtf) is an option in the pull-down menu of your word processing software's "save" or "save as" window.
- Save all graded coursework in multiple locations, such as your computer's hard drive, your personal FSU network drive, and an external or portable drive, to prevent the loss of completed coursework; you also can email work to yourself as an additional way to save an extra copy of your coursework.
- Submit midterm project documents and final project documents to Smarthinking through Blackboard for feedback.
- Submit midterm project documents and final project documents to Turnitin through Blackboard for course credit (with evidence of Smarthinking submission pasted at the end of the document to receive credit for that work).

f. Policy on Academic Honesty—

Unless it is specifically connected to assigned collaborative work, all work should be individual. Penalties for academic dishonesty range from a lower or failing assignment or course grade to suspension or expulsion from the university. See the FSU Code of Student Conduct for additional information.

Please note: If these evaluation criteria must be revised because of extraordinary circumstances, the instructor will distribute a written amendment to the syllabus.

VII. FSU Policy on Disruptive Behavior in the Classroom: The *Code of the University of North Carolina* (of which FSU is a constituent institution) and the *FSU Code of Student Conduct* affirm that all students have the right to receive instruction without interference from other students who disrupt classes.

FSU Core Curriculum Learning Outcome under Ethics and Civic Engagement (6.03): All students will "prepare themselves for responsible citizenship by fulfilling roles and responsibilities associated with membership in various organizations." Each classroom is a mini-community. Students learn and demonstrate responsible citizenship by abiding by the rules of classroom behavior and respecting the rights all members of the class. For the FSU Policy on Disruptive Behavior, see http://www.unctsu.edu/policy/academic_affairs/DisruptiveBehavior.Final.pdf.

VIII. Academic Support Resources: For a variety of online resources, consult Blackboard's "External Links" page. For online writing resources 24/7, access Smarthinking from Blackboard. For online academic honesty feedback, submit assignments to Turnitin from Blackboard's "Turnitin" page as many times as you like before the assignment deadline: your work will not be graded in Turnitin until the assignment deadline. For writing resources on campus, visit the Writing

Center in the University College Learning Center, Helen T. Chick
<http://www.uncfsu.edu/learningcenter/writingcenter/index.htm>).

For general technology, assigned reading, and assignment questions, you also can use your classmates as a resource: you can post your questions to all classmates in the “Frequently Asked Questions” discussion board forum in Blackboard. All students are encouraged to help answer peers’ questions on the “Frequently Asked Questions” page. I also will read all posts in this forum and respond as needed.

Although you primarily will communicate with me through Blackboard in this online course, you also are welcome to email me at avannyhu@uncfsu.edu, call me at (910) 672-2506 during my office hours, or visit me during my office hours. If you plan to meet with me during my office hours, I encourage you to email me in advance to make an appointment.

IX. Course Outline and Assignment Schedule:

In addition to completing the weekly activities described in the “Attendance/Blackboard Requirements” section of this syllabus, you should complete the following activities each week by Wednesday 12 midnight (unless specified otherwise below).

“PART ONE: The Writing Process”¹

Week 1:

8/18-8/24

Reading Assignments: Log into Blackboard at <http://blackboard.uncfsu.edu/> to read the welcome announcement; follow additional prompts in the welcome announcement, such as getting the required textbook, reading the syllabus, and exploring our fully online course in Blackboard.

Week 2:

8/25-8/31

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter one, “Assessing Audience and Purpose,” in *Writing That Works*.

Discussion Board Assignment: **Make discussion board post one in Blackboard.**

Week 3:

9/1-9/7

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter two, “Organizing Your Information,” in *Writing That Works*.

Quiz Assignment: **Take quiz one in Blackboard.**

Week 4:

9/8-9/14*

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter three, “Writing the Draft,” in *Writing That Works*.

Quiz Assignment: **Take quiz two in Blackboard.**

*9/5

Labor Day: University closed.

Week 5:

9/15-9/21

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter four, “Revising the Draft,” in *Writing That Works*; 3) “Sentences” in *Writing That Works*.

Writing Assignment: **Submit midterm project to Smarthinking and Turnitin for feedback.**

¹ The part and chapter titles in this course outline and agenda refer to the parts and chapters in *Writing That Works*, which is the required textbook for the course.

**“PART TWO:
Essential Skills: Research and Design”**

Week 6:

9/22-9/28

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter six, “Researching Your Subject,” in *Writing That Works*; 3) “Chesnutt Library Resources and Services for Online, Off-Campus, and Distance Learners” at http://library.uncfsu.edu/bi/distance_learners.htm.

Writing Assignment: Use Smarthinking feedback and Turnitin results to revise your midterm project.

Discussion Board Assignment: **Make discussion board post two in Blackboard.**

Week 7:

9/29-10/5

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter seven, “Designing Effective Documents and Visuals,” in *Writing That Works*; 3) “Punctuation” in *Writing That Works*.

Writing Assignment: **Submit final midterm project to Turnitin through Blackboard (with Smarthinking evidence).**

Week 8:

10/6-10/12

Reading Assignments: 1) Class notes in Blackboard.

Exam Assignment: **Take the midterm exam in Blackboard.**

**“PART THREE:
Writing at Work: From Principle to Practice”**

Week 9:

10/13-10/19*

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter eight, “Understanding the Principles of Business Communication,” in *Writing That Works*.

*10/17-18

Midterm Break: No classes.

Week 10:

10/20-10/26

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter nine, “Writing Business Correspondence,” in *Writing that Works*.

Quiz Assignment: **Take quiz three in Blackboard.**

Week 11:

10/27-11/2

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter ten, “Writing Informal Reports,” in *Writing That Works*.

Quiz Assignment: **Take quiz four in Blackboard.**

Week 12:

11/3-11/9

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter eleven, “Writing Formal Reports,” in *Writing That Works*.

Research Assignments: 1) Search for your required Final Project sources from the “Online Catalog” link at the FSU Library website (<http://library.uncfsu.edu/>) and from the “Articles and Databases” link at the FSU Library website (<http://library.uncfsu.edu/>); you may use e-books and full-text journal sources or visit campus to view your sources.

Discussion Board Assignment: **Make discussion board post three in Blackboard.**

Week 13:

11/10-11/16*

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter twelve, “Writing Instructions,” in *Writing That Works*.

Writing Assignment: **Submit final project to Smarthinking and Turnitin for feedback.**

*11/11

Veteran’s Day: University closed.

Week 14:

11/17-11/23

Reading Assignments: 1) Class notes in Blackboard; 2) Chapter thirteen, “Writing Proposals,” in *Writing That Works*; 3) “Mechanics” in *Writing That Works*.

Writing Assignment: Use Smarthinking feedback and Turnitin results to revise your final project.

Quiz Assignment: **Take quiz five in Blackboard.**

Week 15: Final Project (and Final Exam for Students Graduating in Fall 2011)

11/24-11/30* Reading Assignment: 1) Class notes in Blackboard; 2) Chapter sixteen, "Finding the Right Job," in *Writing That Works*; 3) Grades in Blackboard: submit any missing or late coursework and excused absence documentation in preparation for the end of the semester.

Writing Assignment: **Submit final project to Turnitin through Blackboard.**

*11/24-25 Thanksgiving Holiday: University closed.

*11/28-11/30 Exam Assignment for Graduating Seniors: **Graduating seniors, take the final exam in Blackboard by 12 midnight on Wednesday, November 30.**

***Note:** Students planning to graduate this semester must complete the final exam by 12 midnight on Wednesday, November 30 to earn course credit. Students planning to graduate also must submit any missing or late coursework and excused absence documentation by 12 midnight on Wednesday, November 30 to earn course credit. Final grades for graduating seniors will be submitted according to scores in Blackboard's "MyGrades" shortly after the Wednesday, November 30 coursework submission deadline to comply with university final grade submission deadlines. Please notify me via email when all of your coursework is available for review and grading.*

Week 16: Final Exam Week (for Students Not Graduating in Fall 2011)

12/1-12/7:* Reading Assignment: 1) Class notes in Blackboard.

*12/3-12/7 Exam Assignment: **Take the final exam in Blackboard by 12 midnight on Wednesday, December 7**

***Note:** Students not planning to graduate this semester must complete the final exam by 12 midnight on Wednesday, December 7 to earn course credit. Students not graduating also must submit any missing or late coursework and excused absence documentation by 12 midnight on Wednesday, December 7 to earn course credit. Final grades will be submitted according to scores in Blackboard's "MyGrades" shortly after the Wednesday, December 7 deadline listed here for students not graduating to comply with university final grade submission deadlines.*

X. Teaching Strategies: In this section of Business and Professional Writing, the attendance/blackboard requirements clarify expected behavior, such as regularly accessing course materials in Blackboard and completing the assigned reading. Discussion board posts give students opportunities to communicate findings and expertise with peers. Quizzes encourage students to do the assigned reading and to read the class notes to prepare for the quizzes. In addition, the quizzes will help identify areas to review before major written projects and objective exams. Reading and writing assignments will familiarize students with ethical issues, editing techniques, documentation styles, and business and professional writing genres, including memos, reports, proposals. Required library activities and research also will increase students' ability to document sources. Class notes, Smarthinking submissions, and Turnitin submissions will give students opportunities to receive feedback on their business and professional writing.

XI. Bibliography: Lancashire, Ian, ed. *Teaching Literature and Language Online*. New York: MLA, 2009.

Enjoy the course!