

Fayetteville State University
College of Arts and Sciences
Department of English
English 344: Business and Professional Writing
Spring 2012

I. Locator Information

Instructor: Dr. Phyllisa Deroze	Course Title: ENGL 344
Email: pderoze@uncfsu.edu	Course Delivery: Online course
Office Phone: 672-2439 Williams Hall 203	Total Contact: 45 hours
Office Hours: M & W 11:30am-12:30pm and 1:00pm-3:00pm; T/R 12:30pm-1:30pm; also synchronized, bi-weekly, virtual office hours Wednesdays 2:00pm-3:00pm.	

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU E-mail as the primary code of correspondence between university officials and enrolled students. Inquires and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU computer laboratories throughout the campus that can be used to access electronic mail. Rules and regulations governing the use of FSU E-mail may be found at <http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>.

II. Course Description

The purpose of English 344 is to prepare you for the various writing tasks you will be asked to perform in your post-college professional life. Over the course of this semester you will develop or enhance skills necessary for success in any profession: written and oral communication skills, analytical and critical thinking skills, and the ability to work both independently and in collaboration with others. We will discuss some of the rhetorical situations you will likely face in professional contexts, and attempt to apply everything we discuss to realistic, relevant circumstances.

III. Disables 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); (901) 672-1203

IV. Required Material and Textbook(s)

-Computer with internet access
-*Writing that Works: Communicating Effectively on the Job*. Walter Oliu, Charles T. Brusaw and Gerald J. Alred.

V. Online Learning

This course has been developed to promote asynchronous learning. Students will have a designated time period (as identified on the course schedule) to complete all readings and assignments for each lesson. Students may work at their own pace throughout each week but they must adhere to the deadlines as outlined on the course schedule.

Synchronous instruction vs. Asynchronous instruction: This course is an asynchronous course. This means that you do not have to meet on a designated day and time for instruction. The pace of this course is entirely up to you. However, it is the responsibility of the student to adhere to all deadlines and due dates. Once the class has completed a lesson/week/major assignment, we will move on to the next. This keeps the class on task and enables students to learn the material over an appropriate period of time.

Our weeks run from Sunday 3:00pm to Saturday 11:55pm

VI. Student Learning Outcomes

Fayetteville State University Student Learning Outcomes:

- a. Write business-style documents (ex. Memo, resume, cover letter, email).
- b. Employ editing techniques to improve a text's readability and appropriateness for its intended readers.
- c. Design documents that illustrate visual-design techniques.
- d. Understand the manual style citation suitable for business writing, such as Chicago.

VII. Course Objectives

Quizzes (6 @ 10 points each)	60 points
Discussion Board Posts (10 @ 4 points each)	40 points
Employment Project	100 points
Proposal Project	100 points
Final	50 points
Total	350 points

Grading Scale: A= 90%-100% (350pts-315pts) B= 80%-89% (280pts-349pts)

C= 70%-79% (245pts-348pts) D=60%-69% (210pts-347pts) F = 0%-59% (0pts-209pts)

Employment Project:

The Employment Project tackles the rhetorical situation of a job search. From the initial phase of seeking a job to the employer's assessment of a candidate's suitability, this project asks you to engage with the texts involved in any employment situation. The assignment requires you to locate a job for which you are qualified and apply for it. You will also be asked to assess the appropriate fit of another student's application for his/her chosen job, constructing an assessment memo that provides your reasoning.

Proposal Project:

The Proposal Project asks you to research current campus organizations with a web-presence. You will focus on one organization that has a somewhat ineffective rhetorical presence, and you will propose a redesigned presence (possibly web-based) that helps the organization to achieve its online rhetorical aims (including general information, recruitment, or other goals). Finally, you create a brochure, PowerPoint, or flyer on the improved design you propose. This will accompany a proposal paper.

- ## VIII. Plagiarism: Academic Integrity:
- Dishonesty of any kind will not be tolerated in this course. Dishonesty includes, but is not limited to, cheating, plagiarizing, fabricating information or citations, facilitating acts of academic dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without

informing the instructor, or tampering with the academic work of other students. If you are unsure about the difference between plagiarism and paraphrasing, please ask me before you submit the paper. Papers that have been plagiarized will receive an F.

IX. Policy on late work:

The final deadline for all assignments will be Saturday 11:55pm. Because you'll have ample time to submit work, late work will not be accepted unless an extreme emergency.*

It is better for you to submit the assignment early than to risk the folder closing. If an emergency does occur, I will accept late work with a 50% deduction (within 24hrs of the deadline), 75% deduction (within 25-48hrs), and 90% deduction (within 49-73hrs). If an assignment is more than 72 hours late, you will not receive points.

**Quizzes and Discussion Board Posts cannot be made up for any reason. Once you have missed the deadline that is it. So, keep up with the course.*

X. Discussion Posts:

You will need to complete two posts to the discussion forum each week. In one post you will respond in some detail to an item or question from among several options that your instructor will provide. In the other post you will offer a tactful and polite critique of a classmate's response to one of the items or questions provided by the instructor. Your objective in the second post will be to complement or expand your classmate's response in some useful way.

Your first post should be submitted by Wednesday at 11:55pm (this gives everyone a chance to read and respond before the week ends) and the second by Saturday at 11:55pm.

XI. 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 affirms that all students have the right to receive instruction without interference from other students who disrupt classes.

The FSU Policy on Disruptive Behavior (see FSU website for complete policy) identifies the following behaviors as disruptive: a) Excessive talking to other students while the faculty member or other students are presenting information or expressing their viewpoints; b) Failure to respect the rights of other students to express their viewpoints by behaviors such as repeatedly interrupting other while they speak, using profanity and/or disrespectful names or labels for others, ridiculing others for their viewpoints, and other similar behaviors; c) Overt inattentiveness (sleeping, reading newspapers); d) Use of cell phones and other electronic devices, etc.

XII. Academic Support Resources

The writing center is located on the second floor of the Helen T. Chick Building.

XIII. Email Protocol

When you email me, include your class and section number in the subject line.

Do address me properly (ex. Greetings Dr. Deroze,).

Do include your first and last name in the email.

Make sure your email to me (your professor) does not have the same casual tone as a text message to your friends.

Expect to get a reply within 48 hours (not 48 seconds).

XIV. Course Outline and Assignment Schedule

Week 1 - Introduction to course

Welcome to Business and Professional Writing

Week 2- Introduction of the Employment Project

The Job Search and where to locate available jobs within your field

Week 3- Employment Project Continued

Resume writing and understanding your audience

Week 4- Employment Project Continued

Memo writing and evaluations

Week 5- Employment Project Continued

Email Etiquette and External Review of your Employment Project

Week 6- Employment Project Continued

Revision and Evaluation

Week 7- Employment Project Continued

Perfecting your Project

Week 8- Employment Project Due as Midterm Project

Week 9- Introduce Proposal Project

Locating Organizations

Week 10- Proposal Project Continued

The requirements of Business Proposals

Week 11- Proposal Project Continued

Understanding Visual Rhetoric

Week 12- Proposal Project Continued

Catering to your audience appropriately

Week 13- Proposal Project Continued

Revision of Proposal

Week 14- Proposal Project Due

Week 15- Introduce Final Exam

Seniors will take their exam during this week

Week 16- Final Exam is given