

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

**I. Locator Information:**

Instructor: Dr. Marlene Allen

Office Location: Butler Building Room 136

Email Address: mallen16@uncfsu.edu

Office Phone: 910-672-2150

Office Hours: Mondays, 9:50-10:50 a.m.; 12:50-1:50 p.m.; and 3:00-4:00 p.m.

Wednesdays, 9:50-10:50 a.m.; 12:50-1:50 p.m.; and 3:00-4:00 p.m. (I will be available to chat online in Blackboard from 3:00-4:00 p.m. to answer any questions you may have about the class)

Fridays, 9:50-10:50 a.m. and 12:50-1:50 p.m. (and by appointment)

Day and Time Class Meets: Online

Semester Credit Hours: 3

Total Contact Hours for Class: 3

**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 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/PDFs/EmailPolicyFinal.pdf>

**II. Course Description from University Catalog:** 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 communicating, 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, please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

#### **IV. Textbook and Required Materials:**

Oliu, Walter E., Charles T. Brusaw, and Gerald J. Alred, *Writing That Works: Communicating Effectively on the Job*. 10<sup>th</sup> ed. New York: Bedford/St. Martin's, 2010. 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. 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 assignment in order to keep on schedule.

#### **VI. 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.

**VII. Course Requirements and Evaluation Criteria:**

**a. Grading Scale:** This class will use the following grading scale for the final grade in this course:

- 900-1000 points =A
- 800-899 points =B
- 700-799 points =C
- 600-699 points =D
- 599 and below points =F

**Graded Assignments:**

| Assignment                                 | Possible Points | Percentage of Final Grade |
|--|-----------------|---------------------------|
| Quizzes (10 @10 points each)               | 100 points      | 10%                       |
| Discussion Board Posts (5 @30 points each) | 150 points      | 15%                       |
| Employment Project                         | 300 points      | 30%                       |
| Proposal Project                           | 350 points      | 35%                       |
| Final Exam                                 | 100 points      | 10%                       |
| Total                                      | 1000 points     |                           |

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

**Quizzes:**To ensure that you keep up with the readings and to test your comprehension of them, students will take periodic quizzes throughout the semester. ***These quizzes cannot be made up for any reason;*** however, your two lowest quiz grades will be dropped at the end of the semester.

**Discussion Board Posts:** You will be required to complete several discussion board posts in response to a topic or question provided by the instructor. In addition to your post, you will also be required to respond to a post by one of your classmates, expanding upon your classmate’s ideas in a thoughtful or useful way.***These discussion board posts cannot be made up;*** however, your two lowest discussion board post grades will be dropped at the end of the semester.

**Employment Project:**The employment project is designed to take you through the steps of a job search. For this project, you will research several jobs for which you are qualified and then

prepare a variety of documents, including a resume and cover letter, that you could use to apply for the job.

**Proposal Project:**For this assignment, you will conduct research and prepare a proposal to apply for funds to create an educational program geared toward adult learners. Your research will involve creating a report of sources of available funding and the criteria for applying for those funds as well as creating a final written proposal that argues why your proposed program merits funding.

**Final Exam:** A final exam will be given at the end of the semester. ***Graduating seniors must take the final exam by 11:55 p.m. on Saturday, April 28.***

**b.Attendance Requirements, Submission of Assignments, and Policy on Late Work:** Since this class meets online, your attendance will be judged by how often you log into the course and your completion of each week’s assignments. You may work at your own pace in completing assignments, but each week’s assignments must be completed by 11:55 p.m. on Saturday nights, at which time the folder for that week will close. You will not be allowed to make up quizzes or discussion board posts. However, I will drop your two lowest quiz and discussion board post grades at the end of the semester. Other assignments will be accepted with a deduction of 25 points for each day it is late, and work that is over ***three days late*** will not be accepted. Ultimately, it is better for you to submit work early rather than risk the folder closing before you are able to do so.

**c. Policy on Plagiarism:** You are expected to adhere to the policies regarding academic honesty outlined in the FSU Student Handbook. **Cheating and plagiarism on any assignment will result in a failing grade for this course.** Students guilty of academic dishonesty will also not be recommended for admission to Teacher Education, Nursing, Graduate School, or other programs. All work submitted for credit in this class must be original and may not be submitted for credit in any other course at Fayetteville State University or other university. Resubmitting course work that was submitted for credit in another course will result in a failing grade in this course.

#### **VIII. 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. The FSU Policy on Disruptive Behavior (see FSU website for complete policy) identifies the following behaviors as disruptive:

1. Failure to respect the rights of other students to express their viewpoints by behaviors such as repeatedly interrupting others while they speak, using profanity and/or disrespectful names or labels for others, ridiculing others for their viewpoints, and other similar behaviors;
2. Excessive talking to other students while the faculty member or other students are presenting information or expressing their viewpoints.
3. Threats or statements that jeopardize the safety of the student and others
4. Failure to follow reasonable requests of faculty members
5. Others as specified by the instructor.

The instructor may take the following actions in response to disruptive behavior. Students should recognize that refusing to comply with reasonable requests from the faculty member is another incidence of disruptive behavior.

1. Direct student to cease disruptive behavior.
2. Require student to have individual conference with faculty member. At his meeting the faculty member will explain the consequences of continued disruptive behavior.
3. Lower the student's final exam by a maximum of one-letter grade.
4. File a complaint with the Dean of Students for more severe disciplinary action.

Students who believe the faculty member has unfairly applied the policy to them may make an appeal with the faculty member's department chair.

#### **IX. Other Points of Class Etiquette:**

- If you send me an email, please do not begin with "Hey" or other informal forms of address. Use capital letters and punctuate your sentences correctly. Use my correct title (Dr. or Professor). In other words, write as you would any professional correspondence, which means your email should be courteous and respectful in tone. Also, please sign your name at the end of the email; I probably will not know who you are based on your email address alone. I will not respond to emails that do not follow these requirements.
- Do not expect an immediate answer via email. Normally, I will respond to your email within 48 hours (2 days). If you send your email at the last minute, I may not be able to answer your email before an assignment is due.
- Please allow a sufficient amount of time after turning in papers (at least a week) before inquiring when graded papers will be returned to you.

**X. Academic Support Resources:** Please feel free to drop by my office or call me during office hours (or make an appointment to see me) if you need help with any assignments. I will also be available online for a synchronized chat with the entire class on Blackboard on Wednesdays from 3:00-4:00 p.m. To join the Wednesday chat session, click on the "Communication" link on the Course Menu, then click on "Collaboration." On the "Collaboration Sessions" Menu that comes up, click "Lecture Hall" (the Virtual Classroom Tool). You can then type questions or

comments in the “Compose” box. Please note that the entire class will be able to see your question or comment. If you need to chat with me privately, click on “Private Message” at the bottom of the screen (or send me an email).

You can also receive help at the Writing Center and through the Smarthinking website. You can find the link to Smarthinking by clicking on the “Tools” link in Blackboard.

## **XI. Course Outline and Assignment Schedule**

***Note: This is a tentative outline. Changes may be needed and will be announced on Blackboard.***

***Week 1 (January 7-14):*** Introduction to course; read course syllabus and take syllabus quiz; post biography to Discussion Board

***Week 2 (January 15-21):*** Read Chapters 1 and 2; take quizzes

***Week 3 (January 22-28):*** Read Chapters 3 and 4; take quizzes

***Week 4 (January 29-February 4):*** Read Chapter 8; take chapter quiz; discussion board posting

***Week 5 (February 5-11):*** Read Chapter 9; take chapter quiz; discussion board posting

***Week 6 (February 12-18):*** Read Chapter 16; take chapter quiz; discussion board posting

***Week 7 (February 19-25):*** Part 1 of Employment Project due

***Week 8 (February 26-March 3):*** Part 2 of Employment Project due

***Week 9 (March 4-10): Spring Break***

***Week 10 (March 11-17):*** Read Chapter 10; take chapter quiz; discussion board posting

***Week 11 (March 18-24):*** Read Chapter 11; take chapter quiz; discussion board posting

***Week 12 (March 25-31):*** Read Chapter 13; take chapter quiz; discussion board posting

***Week 13 (April 1-7):*** Read Chapter 6; take chapter quiz; discussion board posting

***Week 14 (April 8-14):*** Part 1 of Proposal Project due

***Week 15 (April 15-21):*** Part 2 of Proposal Project due

***Week 16 (April 21-27):*** Prepare for final Exam

***Final Exam: Must be completed by Thursday, May 3 at 11:55 p.m.***