

Doane University Course Syllabus

Course Information

BUS 205
Business Writing
Spring 2018 (March 12 – May 12, 2018)
3 Credit Hours

Instructor Information

Jane-Stewart (J.S.) Engebretson
Doane University

Contact Information

Email: js.engebretson@doane.edu
Cell: 402-826-9132

Communicating with the Instructor

As your instructor, I am here to guide you through the course and materials, including answering any questions and concerns you might have. Before you contact me, however, be sure to check the following resources to see if these can answer your question:

1. Course syllabus
2. Announcements in Blackboard
3. Module assignments

If you have questions of a personal nature (such as a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately), please contact me via email or phone. If you contact me I will most likely respond to you within the day, but at maximum I will respond within 24 hours.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance (contact information is listed below).

Course Catalog Description

An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment. Upon successful completion of the course, students will be able to: 1) use technically correct, clear English in the preparation of business documents, including letters and memoranda; and 2) analyze and synthesize information to write focused, effectively organized messages for designated audiences.

Course Prerequisites

N/A

Course Textbook and Materials

Required Textbook:

The McGraw-Hill 36-hour Course in Business Writing and Communication, Second Edition.
Kenneth W. Davis, McGraw Hill Education, 2 Edition (2010)
ISBN: 978-0071738262

Assigned Readings:

Various article and other sources will be assigned to you throughout the course.
These will be provided on blackboard or accessed online.

Learning Objectives

Course Objectives

At the completion of this course, students will be able to:

1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive
2. Present information in a business format.
3. Proofread, revise and edit business messages.
4. Produce communications that are error-free, professional and targeted.
5. Demonstrate improved efficiency in writing and editing.

Course Objectives Matrix

BUS 205 Course Objectives	Module Number	Module Objectives	Activity	Technology
<ol style="list-style-type: none"> 1. Present information in a business format. 2. Proofread, revise and edit business messages. 3. Produce communications that are error-free, professional and targeted. 	1	<ol style="list-style-type: none"> 1. Introduce yourself to your classmates 2. Research and share business writing best practices/tips 3. Assess current business writing skills 4. Understand how business messages accommodate specific reader styles. 5. Identify the Six C's to assess messages 	Self Introduction Compile business writing tips Skills Assessment Reader Styles Discussion Quiz	Discussion Board Bb Assignment Tool Bb Quiz Tool Discussion Board Bb Quiz Tool
<ol style="list-style-type: none"> 1. Present information in a business format. 2. Proofread, revise and edit business messages. 3. Produce communications that are error-free, professional and targeted. 	2	<ol style="list-style-type: none"> 1. Identify the correct sentences, punctuation and words 2. Hone proofing and editing skills 3. Write a bad news memo using the appropriate business approach 	Grammar Check Proofing exercise Write Company Description Write a memo	Bb Quiz Tool Bb Assignment Tool Bb Group Journal Bb Group Journal
<ol style="list-style-type: none"> 1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive 2. Present information in a business format. 3. Proofread, revise and edit business messages. 	3	<ol style="list-style-type: none"> 1. Identify the business writing approaches based on various scenarios 2. Evaluate persuasive messages 3. Write a persuasive message using the appropriate business writing approach 4. Identify best sentence structures and efficiencies 	Online scenarios Analysis Persuasive Letter Grammar Check	Bb Quiz Tool Instructor Peer review (rubric) Bb Quiz Tool

4. Produce communications that are error-free, professional and targeted. 5. Demonstrate improved efficiency in writing and editing.				
1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive 2. Present information in a business format. 3. Proofread, revise and edit business messages. 4. Produce communications that are error-free, professional and targeted. 5. Demonstrate improved efficiency in writing and editing.	4	1. Designate the appropriate reader style for business responses 2. Write a complaint email 3. Write a response letter to a complaint 4. Assess an article for its impact on business messages	Scenarios: multiple choice Email to classmate's company Author reply to classmate Emoticons Discussion	Bb Quiz Tool Bb Group Journal Bb Group Journal Bb Discussion Tool
1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive 2. Present information in a business format. 3. Produce communications that are error-free, professional and targeted.	5	1. Create an outline for an article review 2. Write a goodwill message using the 5 S's 3. Rewrite a memo 4. Review plainlanguage.gov initiative	Article Review Outline Goodwill Message Memo Rewrite Plainlanguage.gov Review Summary	Bb Assignment Tool Bb Group Journal Bb Assignment Tool Bb Discussion Tool

<ol style="list-style-type: none"> 1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive 2. Present information in a business format. 3. Proofread, revise and edit business messages. 4. Produce communications that are error-free, professional and targeted. 5. Demonstrate improved efficiency in writing and editing. 	6	<p>Review an article relating to the business writing process Assess a powerpoint presentation for best practices Create a powerpoint presentation on a business communication topic. Create a handout on a business communication topic.</p>	<p>Article Review PowerPoint Evaluation Project I: Powerpoint Project II: handout</p>	<p>Bb Discussion Tool Bb Assignment Tool Bb Group Journal Bb Group Journal</p>
<ol style="list-style-type: none"> 1. Present information in a business format. 2. Proofread, revise and edit business messages. 3. Produce communications that are error-free, professional and targeted. 	7	<p>Write a cover letter using effective business writing practices Create a powerpoint presentation on a business communication topic. Create a handout on a business communication topic.</p>	<p>Cover letter Project I: Powerpoint Project II: handout</p>	<p>Bb Assignment Tool Bb Group Journal Bb Group Journal</p>

4. Demonstrate improved efficiency in writing and editing.				
1. Demonstrate improved efficiency in writing and editing.	8	Assess current business writing skills Complete the test regarding knowledge of the course content Recommend business writing tips	Skills assessment Short answer Short comments/ recommendations	Bb Quiz Tool Bb Quiz Tool Cam-Recorder Flipgrid

Course Requirements

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet-based technologies.

Attendance Policy

You should plan to work on this course throughout the week. You will need a reliable and consistent internet connection throughout the duration of the course.

Course Preparation and Participation

Preparation for class means reading the assigned readings and reviewing all information required for that week. *Attendance* in an online course means logging into Blackboard regularly and *participating* in the all of the assignments and activities posted,

Studying and Preparation Time

The course requires you to spend time preparing and completing assignments. A three-credit course typically requires at least 140 hours of student work (so approximately 15-20 hours per week).

Computer Requirements

Minimum computer requirements for the successful use of Blackboard:

http://www.doane.edu/about-doane/offices/its/help-and-support#min_requirements

Minimum computer requirements for success in this course:

- Reliable computer and internet connection
- A web browser (Chrome or Mozilla Firefox)
- Adobe Acrobat Reader (free)
- Adobe Flash Player (free)
- Word processing software—Microsoft Word or Google Docs

Email and Internet

You must have an active Doane University email account and access to the Internet. *All correspondence between the student and instructor should be via your Doane email account.* Check your Doane Gmail account regularly for course-related messages.

This course uses Blackboard to facilitate communications, announcements, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Campus Network or Blackboard Outage

If access to Blackboard is not available for an extended period of time (such as 6 p.m. – midnight), changes may be made to the assignment due date. An email announcement will

be sent in such cases.

Technical Support Contact Information

For technical assistance 24 hours a day, seven days a week, contact the Doane University Technology Office Help Desk:

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu/about-doane/offices/its/help-and-support>

Late or Missed Assignments

Assignments are due by the specified date and time. Student work received after the due date will be graded beginning at half points, unless arrangements have been made with the instructor prior to the due date. After Module 5 concludes, no missing assignments and discussion board entries before this time will be accepted or graded.

Submitting Assignments

All assignments, unless otherwise announced by the instructor, must be submitted via Blackboard. Each assignment will have a designated place for submission.

Drop and Add dates

If you decide to withdraw from the course, please contact your advisor for full details on the types of withdrawals that are available and their procedures.

Subject to change notice

All material, assignments, and deadlines are subject to change with prior notice. It is your responsibility to stay in touch with your instructor, review the course site regularly and communicate with other students to adjust as needed.

Academic Integrity

Doane University expects and requires all its students to act with honesty and integrity, and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is manifested in various measures. Gehring, et al, (1986) suggests that four categories of academic dishonesty exist:

- a. Cheating
- b. Fabrication
- c. Facilitating academic dishonesty
- d. Plagiarism

For more information on academic integrity:

<http://catalog.doane.edu/content.php?catoid=4&navoid=191>

Course Grading

Grades and Grading Scale

Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. TBD depending on point totals.

A+ = 100-97%	A = 96-93%	A- = 92-90%
B+ = 89-87%	B = 86-83%	B- = 82-80%
C+ = 79-77%	C = 76-73%	C- = 72-70%
D+ = 69-67%	D = 66-63%	D- = 62-60%
F = 59% and under		

How to Succeed in this Course

- Check your Doane email regularly
- Log in to the Blackboard course site daily
- Communicate with your instructor
- Create a study schedule so that you don't fall behind on assignments

Accessibility Statement

In compliance with the Rehabilitation Act of 1973, Section 504, and the Americans with Disabilities Act of 1990, professional disability specialists and support staff at Doane University facilitate a comprehensive range of academic support services and accommodations for qualified students with disabilities. Doane University staff coordinate transition from high schools and community colleges, in-service training for faculty and staff, resolution of accessibility issues, community outreach, and collaboration between all Doane University regarding disability policies, procedures, and accommodations.

Accessibility Services

Doane University Access/Services for Students with Disabilities

<http://www.doane.edu/disability-services>

Contact Person: Angie Klasek Phone: 402.466.4774 Email: angie.klasek@doane.edu

Academic Support

Contact Person: Tere Francis Phone: 402.466.4774 Email: terese.francis@doane.edu

Student Services

<http://www.doane.edu/gps/student-services>

Student Conduct Statement

Students are required to adhere to the behavior standards listed in *Doane University Policy Manual*.

Appropriate classroom behavior is defined by the instructor. This includes the number and length of individual messages online. Course discussion messages should remain focused on the assigned discussion topics. Students must maintain a cordial atmosphere and use tact in expressing differences of opinion. Inappropriate discussion board messages may be deleted if an instructor feels it is necessary. Students will be notified privately that their posting was inappropriate.

Student access to the course Send Email feature may be limited or removed if an instructor feels that students are sending inappropriate electronic messages to other students in the course.

Instructional Technology Accessibility and Privacy Policies

<http://www.doane.edu/instructional-design-services/policies>

Syllabus Disclaimer

The instructor views the course syllabus as an educational contract between the instructor and students. Every effort will be made to avoid changing the course schedule but the possibility exists that unforeseen events will make syllabus changes necessary. The instructor reserves the right to make changes to the syllabus as deemed necessary. Students will be notified in a timely manner of any syllabus changes via email or in the course site Announcements.

