



## SYLLABUS

<b>Course Title</b>	Business Writing
<b>Course Number</b>	BUS 205 ONL
<b>Number of Credits</b>	3 semester credits
<b>Course Dates</b>	1/14/19 - 3/9/19
<b>Instructor</b>	Jane-Stewart (J.S.) Engebretson
<b>Email Address</b>	js.engebretson@doane.edu
<b>Office Hours/Availability</b>	I do not have onsite office hours. If you have questions (after you have checked the online resources), please contact me via email or phone. If you contact me, I will most likely respond to you within the day, but at maximum it will be within 24 hours.
<b>Phone Number</b>	402-826-9132 (texts are acceptable, too)
<b>Textbook Information: (e.g. title, edition, publisher, ISBN)</b>	Required: 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
<b>Additional Course Materials</b>	N/A

<b>Course Description</b>	An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment.
<b>Program Outcomes</b>	<ul style="list-style-type: none"> <li>a. Develop and use analytical and creative thinking skills to gather and analyze information, to identify and solve problems, to determine potential outcome alternatives, and to make appropriate decisions</li> <li>b. Gain knowledge and understanding of the ethical and legal issues involved in business</li> <li>c. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</li> <li>d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</li> <li>e. Obtain an understanding of the value of diversity</li> </ul>
<b>Course Learning Outcomes/Objectives</b>	<p>At the completion of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>1. Create appropriate business messages following the three primary writing approaches: direct, indirect and persuasive</li> <li>2. Present information in a business format.</li> <li>3. Proofread, revise and edit business messages.</li> <li>4. Produce communications that are error-free, professional and targeted.</li> <li>5. Demonstrate improved efficiency in writing and editing.</li> </ul>
<b>Technology Requirements</b>	<a href="https://www.doane.edu/faq/minimum-computer-requirements">https://www.doane.edu/faq/minimum-computer-requirements</a>

## Course Schedule

Module	A: Assignment      D: Discussion      Q: Quiz		Points	Due By 11pm on the date listed
Module 1 1/14 - 1/20	D	Discussion: Personal Introductions	10/5/5	Initial Post ( <b>IP</b> ) Tue 1/15 + Peer replies ( <b>PR</b> ) Sat 1/20
	D	Discussion: Reader Styles	10/5/5	<b>IP</b> Tue 1/15 + <b>PR</b> Sat 1/20
	A	Business writing best practices: Tips	20	Wed 1/16
	Q	Business writing skills assessment	20	Thurs 1/17
	Q	The Six C's identification	20	Sat 1/20
		<b>MOD1-TOTAL POINTS</b>	<b>100</b>	
Module 2 1/21 - 1/26	A	Proofing exercise	20	Tues 1/22
	A	Company Description	10	Tues 1/22
	A	Internal Memo Re: Disappearing office supplies	15/15	Wed 1/23 + Peer Assessment ( <b>PA</b> ) Sat 1/26
	Q	Grammar Check	10	Thurs 1/24
		<b>MOD2-TOTAL POINTS</b>	<b>70</b>	
Module 3 1/27 - 2/2	Q	Business Writing Approaches	20	Weds 1/30
	A	Persuasive Messages Assessment	30	Thurs 1/31
	A	Persuasive Letter to Customers	20 / 10	Wed 1/30 + PA Sat 2/2
	Q	Grammar Check: sentences	10	Sat 2/2
		<b>MOD3-TOTAL POINTS</b>	<b>90</b>	
Module 4 2/3 - 2/9	D	Discussion: Emoticons	15	IP Tues 2/5 + PR Friday 2/8
	A	Complaint email	15	Tue 2/5
	A	Complaint email response	15	Sat 2/9

	Q	Knowledge Check: Reader Styles Scenarios	15	Wed 2/6
		<b>MOD4-TOTAL POINTS</b>	<b>60</b>	
Module 5 2/10 - 2/16	A	Article Review Outline	15	Tues 2/12
	A	PlainLanguage.gov Initiative Review	20	Tues 2/12
	A	Goodwill message - 5 S's	20	Wed 2/13 + PA Fri 2/15
		Memo rewrite	15	Thurs 2/14
		PlainLanguage.gov Initiative Summary Discussion	10 / 10	IP Thurs 2/14 + PR Sun 2/16
		<b>MOD5-TOTAL POINTS</b>	<b>90</b>	
Module 6 2/17 - 2/23	A/ D	Article Review	20	IP Tues 2/19 +PR Sat 2/23
	A	PowerPoint presentation evaluation	15	Wed 2/20
	A	Business communication Powerpoint presentation (Module 6-7)	-----	Thurs 2/28
	A	Business communication handout (Module 6-7)	-----	Thurs 2/28
		<b>MOD6-TOTAL POINTS</b>	<b>35</b>	
Module 7 2/24 - 3/2	A	Business communication Powerpoint presentation (Module 6-7)	25	Thurs 2/28
	A	Business communication handout (Module 6-7)	25	Thurs 2/28
	A	Cover letter	20	Tues 2/26
		<b>MOD7-TOTAL POINTS</b>	<b>70</b>	
Module 8 3/3 - 3/9	Q	Business writing skills assessment	20	Wed 3/6
	A	Final Test	40	Fri 3/8
	A	Personal Business Writing Tips Video	25	Fri 3/8

		<b>MOD8-TOTAL POINTS</b>	<b>85</b>	
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**TOTAL COURSE POINTS:**

**600**

### **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 technologies.**

### **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.

Phone: 402-826-8411

Email: [helpdesk@doane.edu](mailto:helpdesk@doane.edu)

Web: <http://www.doane.edu>

### **Computer Requirements**

Minimum computer requirements for the successful use of Blackboard:

[http://www.doane.edu/about-doane/offices/its/help-and-support#min\\_requirements](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
- Webcam and mic

You are responsible for having a reliable computer and internet connection throughout the course.

### Email and Internet

You must have an active Doane University e-mail account and access to the Internet. All instructor correspondence will be sent to your Doane University e-mail account. Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

### Submitting Assignments

All assignments, unless otherwise announced by the instructor, **MUST** be submitted via Blackboard. Each assignment will have a designated place to submit the assignment.

### Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

### Grade Scale

A+ = 97-100%    A = 94-96%    A- = 90-93%    B+ = 87-89%    B = 84-86%    B- = 80-83%  
C+ = 77-79%    C = 74-76%    C- = 70-73%    D+ = 67-69%    D = 64-66%    D- = 60-63%  
F= 59% or below

<b>Participation Policy</b>	Regular engagement is expected for online courses. <i>Preparation</i> for class means reading the assigned readings and reviewing all information required for that week. <i>Attendance</i> in an online course means logging into Blackboard regularly and <i>participating</i> in the all of the assignments and activities posted.
<b>Study Time</b>	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).
<b>Late Work</b>	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.
<b>Submitting Assignments</b>	All assignments, unless otherwise announced by the instructor, must be submitted via Blackboard. Each assignment will have a designated place for submission.
<b>Communication Policy including Assignment Feedback</b>	<p>I am here to guide you through this online course and understand when questions arise. Before you contact me, however, be sure to check the following resources to see if these can answer your question:</p> <ol style="list-style-type: none"> <li>1. Course syllabus</li> <li>2. Announcements in Blackboard</li> <li>3. Module assignments</li> </ol> <p>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.</p> <p>Assignment feedback will be provided on your Word documents or those posted within Group Journals / Discussion Boards, etc. These will vary, so check the Grade Center to see when points have been posted to access your documents for my comments.</p>
<b>Academic Integrity Policy</b>	New Academic Integrity Policy to be released AUTM 2018
<b>Academic Support</b>	<p>Please contact academicsupport@doane.edu</p> <p><a href="https://www.doane.edu/graduate-and-adult/academic-support">https://www.doane.edu/graduate-and-adult/academic-support</a></p>
<b>Disability Services</b>	<p><a href="https://www.doane.edu/disability-services">https://www.doane.edu/disability-services</a></p> <p>Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University. Please contact Chris Brady at <a href="mailto:chris.brady@doane.edu">chris.brady@doane.edu</a> or 402-467-9031 for assistance.</p>
<b>Military Services</b>	<a href="https://www.doane.edu/graduate-and-adult/military">https://www.doane.edu/graduate-and-adult/military</a>

<b>Anti-Harassment Policy</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=452</a>
<b>Grade Appeal Process</b>	<a href="http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238">http://catalog.doane.edu/content.php?catoid=5&amp;navoid=238</a>
<b>Credit Hour Definition</b>	Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.
<b>Syllabus Changes</b>	Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.