



SYLLABUS

Course Title	Business Writing
Course Number	BUS 205 ONL
Number of Credits	3 semester credits
Course Dates	1/13/20 - 3/7/20
Instructor	J.S. (Jane-Stewart) Engebretson
Email Address	js.engebretson@doane.edu
Office Hours/Availability	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.
Phone Number	402-826-9132 (texts are acceptable, too)
Textbook Information: (e.g. title, edition, publisher, ISBN)	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
Additional Course Materials	N/A
Course Description	An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment.

Program Outcomes	<p>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</p> <p>b. Gain knowledge and understanding of the ethical and legal issues involved in business</p> <p>c. Gain knowledge and understanding of the various components of a business enterprise and the interrelationship of those components</p> <p>d. Gain knowledge and understanding of the nature of change and develop a willingness to anticipate, adapt, and respond effectively to change</p> <p>e. Obtain an understanding of the value of diversity</p>
Course Learning Outcomes/Objectives	<p>At the completion of this course, students will be able to:</p> <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.
Course Prerequisites	N/A
Instructional Details	
Technology Requirements	https://www.doane.edu/faq/minimum-computer-requirements

Course Schedule: January 13 – March 7, 2019

Module	A: Assignment Quiz	D: Discussion	Q:	Points	Due by 11pm on the date listed
Module 1 1/13 – 1/19	D	Discussion: Personal Introductions		10/5/5	Initial Post (IP) Tues 1/14 + Peer replies (PR) Sat 1/18
	D	Discussion: Reader Styles		10/5/5	IP Tue 1/14 + PR Sat 1/18
	A	Business writing best practices: Tips		20	Wed 1/15
	Q	Business writing skills assessment		20	Thurs 1/16
	Q	The Six C's identification		20	Sat 1/18
		MOD1-TOTAL POINTS		100	
Module 2 1/20 - 1/26	A	Proofing exercise		20	Tues 1/21
	A	Company Description		10	Tues 1/21
	A	Internal Memo Re: Disappearing office supplies		15/15	Wed 1/22 + Peer Assessment (PA) Sat 1/25
	Q	Grammar Check		10	Thurs 1/23
		MOD2-TOTAL POINTS		70	

Module 3 1/27 - 2/2	Q	Business Writing Approaches	20	Wed 1/29
	A	Persuasive Messages Assessment	30	Thurs 1/30
	A	Persuasive Letter to Customers	20 / 10	Wed 1/29 + PA Sat 2/1
	Q	Grammar Check: sentences	10	Sat 2/1
		MOD3-TOTAL POINTS	90	
Module 4 2/3 - 2/9	D	Discussion: Emoticons	15	IP Tues 2/4 + PR Fri 2/7
	A	Complaint email	15	Tues 2/4
	A	Complaint email response	15	Sat 2/8
	Q	Knowledge Check: Reader Styles Scenarios	15	Wed 2/5
		MOD4-TOTAL POINTS	60	
Module 5 2/10 - 2/16	A	Article Review Outline	15	Tues 2/11
	A	PlainLanguage.gov Initiative Review	20	Tues 2/11
	A	Goodwill message - 5 S's	20	Wed 2/12 + PA Fri 2/14
		Memo rewrite	15	Thurs 2/12
		MOD5-TOTAL POINTS	70	

Module 6 2/17 – 2/23	A/D	Article Review	20	IP Tues 2/18 +PR Sat 2/21
	A	PowerPoint presentation evaluation	15	Wed 2/19
	A	Business communication PowerPoint presentation (Module 6-7)	-----	Fri 3/6
	A	Business communication handout (Module 6-7)	-----	Fri 3/6
		MOD6-TOTAL POINTS	35	
Module 7 2/24 - 3/1	A	Business communication PowerPoint presentation (covers Modules 6-7)	25	Fri 3/6
	A	Business communication handout (covers Modules 6-7)	25	Fri 3/6
	A	Cover letter	20	Tues 2/25
		MOD7-TOTAL POINTS	70	
Module 8 3/2 - 3/8	Q	Business writing skills assessment	20	Wed 3/4
	A	Final Test	50	Sat 3/7
	A	Personal Business Writing Tips Video	35	Sat 3/7
		MOD8-TOTAL POINTS	105	

TOTAL COURSE POINTS:

600

Online Course

This is an online course and therefore there are no face-to-face class sessions. All assignments and course interactions will use 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

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

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 communication 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 - 6 p.m. to 11 p.m.) 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

Participation Policy	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 all of the assignments and activities posted.
Study 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).
Late Work	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. Check the deadlines carefully, as they are staggered throughout the week to allow for peer and instructor input and for applying skills from one assignment to another.

Communication Policy including Assignment Feedback	<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"> 1. Course syllabus 2. Announcements in Blackboard 3. Module assignments <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>
Academic Integrity Policy	<p>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 defined in four categories:</p> <ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. 5. <p>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</p> <p>For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>

Disability Services	https://www.doane.edu/disability-services 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.
Military Services	https://www.doane.edu/graduate-and-adult/military
Anti-Harassment Policy	http://catalog.doane.edu/content.php?catoid=5&navoid=452
Grade Appeal Process	http://catalog.doane.edu/content.php?catoid=5&navoid=238
Credit Hour Definition	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.
Syllabus Changes	Circumstances may occur that require adjustments to the syllabus. Changes will be made public at the earliest possible time.
Doane Syllabus Addendum	Each student is responsible for being aware of the policies, resources, and expectations as specified in the Doane Syllabus Addendum located at https://www.doane.edu/Syllabus .