

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE  
MASTER SYLLABUS

**BUSINESS & TECHNICAL WRITING**  
**ENGL 2950 (formerly ENG 2950)**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: 0.0**

**Date Revised: Spring  
00**

**Catalog Course Description:**

Instruction and practice in the forms and techniques of business and technical writing and editing on the computer, with an emphasis on basic writing skills when necessary. It is recommended that students be able to type 20 wpm.

**Entry Level Standards:**

Students are expected to be able to follow directions, analyze and use basic writing formats and processes, and carry out basic research. They should also be able to conceive ideas about a topic and organize and develop them into coherent essay form. Students should be able to demonstrate basic word processing proficiency.

**Prerequisite:**

ENGL 1010

**Textbook(s) and Other Reference Materials Basic to the Course:**

Kolin, Philip C. *Successful Writing at Work*, 5th ed. New York: Houghton Mifflin Co., 1998.  
Hodges, John C., et al. *Hodges' Harbrace Handbook*, 13th ed. New York: Harcourt, 1998.

**I. Week/Unit/Topic Basis:**

This is a suggested plan of assignments for the semester. Instructors should choose readings, prepare writing assignments, and provide their own schedule of assignments.

<b>Week</b>	<b>Topic</b>
1	Getting Started: Writing and Your Career and The Writing Process at Work (Chapters 1 and 2)
2	Writing Memos, Faxes, and E-Mail (Chapter 4)
3-4	Letter Writing: Some Basics and Types of Business Letters (Chapter 5 and 6)
5	Writing Promotional Literature: News Releases, Brochures, Newsletters, and Home Pages (Chapter 8)
6-7	Finding and Using Print, On-Line, and Internet Information Sources and Documenting Sources and Summarizing Material (Chapters 9, 10, and 11)
8	Designing Visuals and Writing Instructions (Chapters 13 and 14)

9-11	Writing Effective Short Reports (Chapter 16)
12-13	Writing Careful Long Reports and Writing Winning Proposals (Chapters 17 and 15)
14	Making Successful Presentations at Work (Chapter 18)
15	How to Get a Job: Resumes, Letters, Applications, and Interviews (Chapter 7)
16	Final Exam Period

## II. Course Objectives\*:

- A. Develop oral and written communication that is clear, logical, and concise. I.3, I.4
- B. Demonstrate familiarity with style manuals and formats used in business and technical writing. I.3, I.5
- C. Write to accomplish writer' s goals and to provide for readers' or listeners' needs. I.3
- D. Demonstrate ability to edit and proofread the writer' s own work as well as work of others. I.5, II.3
- E. Demonstrate familiarity with primary and secondary research, including basic interviewing skills. VII.1, VII.2, VII.3, VII.4
- F. Demonstrate advanced skills in using computers for writing, editing, and creating visuals. V.1, V.2, V.3
- G. Transfer principles learned in ENG 2950 for effective writing across the curriculum and in the work place. I.3

\*Roman numerals after course objectives reference goals of the university parallel program.

## III. Instructional Processes\*:

Students will:

1. Design and use appropriate visual aids and formats for reports and presentations. *Communication Outcome, Active Learning Strategy, Technological Literacy Outcome, Information Literacy Outcome*
2. Analyze audience and use primary and secondary research for reports and presentations. *Communication Outcome, Technological Literacy Outcome, Information Literacy Outcome Problem Solving and Decision Making Outcome, Transitional Strategy*
3. Proofread and edit all writing carefully, using a standard style manual. *Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy*
4. Write and edit individually and as part of a team. *Communication Outcome, Personal Development Outcome, Cultural Diversity and Social Adaptation Outcome, Active Learning Strategy*
5. Prepare an employment package, with cover letter, resume, and interview practice. *Communication Outcome, Personal Development Outcome, Transitional Strategy, Active Learning Strategy*

6. Develop problem-solving skills, logical thinking, listening, and evaluative skills.  
*Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Transitional Strategy*

\*Strategies and outcomes listed after instructional processes reference Pellissippi State's goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

#### **IV. Expectations for Student Performance\*:**

Upon successful completion of this course, the student should be able to:

1. Analyze and adapt to readers and listeners A, B, C
2. Edit, proofread, and revise for better readability A, D
3. Conduct effective primary and secondary research and incorporate it into reports A, B, E, F
4. Apply basic business and marketing principles to business writing B, C
5. State and evaluate business and technical problems through report writing A, G
6. Solve business and technical problems through report writing A, G

\*Letters after performance expectations reference the course objectives listed above.

#### **V. Evaluation:**

##### A. Testing Procedures:

Quizzes, visual aids, oral presentations, collaborative classwork, corrected final folder, and final exam may constitute 25 percent of the final grade.

##### B. Laboratory Expectations:

None

##### C. Field Work:

Writing assignments, including e-mail, memos, letters, summaries, marketing materials, reports, and personal resume, will constitute a minimum of 75 percent of the final grade.

##### D. Other Evaluation Methods:

None

#### **VI. Policies:**

##### A. Attendance Policy:

According to college policy, students must be present for at least 75 percent of scheduled class meetings in order to receive credit for the course. Instructors may elect to reduce grades based on a stricter formula that may be added to the students' semester syllabus.

##### B. Academic Dishonesty:

Any student found engaging in an act of academic dishonesty will be dismissed promptly from

the course with a grade of F.

Academic dishonesty includes the following:

Plagiarism – presenting someone else’ s word or ideas as your own;

Collusion – allowing other people to write, revise, or alter significantly the text of a paper that is supposed to be your own

C. Other Policies:

Assignments will be marked with the Harbrace system students are familiar with from ENGL 1010. All returned work will be corrected, and a complete portfolio of work will be submitted at the end of the semester. Folder will be stored one year by the English Department.