

PELLISSIPPI STATE TECHNICAL COMMUNITY COLLEGE
MASTER SYLLABUS

**BUSINESS & TECHNICAL WRITING
ENGL 2950**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Spring 09

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:

Alfred, Gerald J., Charles T. Brusaw, and Walter E. Oliu. *The Business Writer's Companion*. 9th ed. Boston: Bedford/St. Martin's, 2009

I. Week/Unit/Topic Basis:

Instructors should select from the following units and topics to develop daily their daily syllabus and assignments. All readings reference the Bovee, Thill, Schatzman textbook. Instructor manuals and test banks are available with the textbook.

Week /Unit	Topic
1	1 Business and technical communication in today's workplace; committing to ethical communication; changing the workplace with improved communications; chapters 1 and 2
2	2 Three-step writing process; identifying and adapting messages to audiences; defining purpose of message and intended outcome; drafting and revising messages; chapters 3, 4, and 5
3-6	3 Brief business correspondence; introduction to e-mail, fax, memo, and letter intents and formats, with attention to delivering good, bad, and neutral messages; chapters 6, 7, 8, and 9
7-10	4 Composing business reports, proposals, and presentations; short informal reports; longer formal reports; oral business and technical presentations; visual aid design; research and MLA documentation; chapters

		10, 11, and 12
11-12	5	Other workplace writing, including executive summaries, press releases, convention planning and hosting, employee evaluation, and brochure design
13-14	6	Employment messages; resumes, cover letters, portfolios, and interviewing techniques; chapters 13 and 14
15		Final Exam and folder submission

II. Course Objectives*:

- A. Develop oral and written communication that is clear, logical, and concise. I.1, 2, 3, 4, 5.
- B. Demonstrate familiarity with style manuals and formats used in business and technical writing. I.3, 4
- C. Write to accomplish writer's goals and to provide for readers' or listeners' needs. I.1, 2, 3, 4, 5, 6, 7., III.6.
- D. Plan, write, edit, and proofread writer's own work and that of others I.1, 2, 3, 4, 5; VII.4, 5, 6.
- E. Use primary and secondary research effectively I.6, 7; VII.4, 5, 6.
- F. Demonstrate evolving skills in using computers to research, write, edit, and create visuals I.5, 6, 7.; VII.1, 2, 3, 4, 5, 6
- G. Transfer principles learned in ENGL 2950 to other courses and to the workplace I.1, 2, 3, 4, 5, 6, 7; VII.1, 2, 3, 4, 5, 6

*Roman numerals after course objectives reference TBR's general education goals.

III. Instructional Processes*:

Students will:

1. Design and use appropriate visual aids and formats for business and technical communications. *Communication Outcome, Mathematics Outcome, Active Learning Strategy*
2. Analyze audience and use primary and secondary research for written and oral business and technical communications. *Communication Outcome, Technological Literacy Outcome, Transitional Strategy, Active Learning Strategy*
3. Proofread and edit all writing carefully, using a standard style manual. *Communication Outcome, Active Learning Strategy*
4. Write and edit individually and as part of a team. *Communication Outcome, Transitional Strategy, Active Learning Strategy*
5. Develop an employment package including cover letter, resume, portfolio, and interview practice. *Communication Outcome, Transitional Strategy, Active Learning Strategy*

6. Develop problem-solving skills, logical thinking, listening, and evaluative skills.
Communication Outcome, Transitional Strategy, Active Learning Strategy

*Strategies and outcomes listed after instructional processes reference TBR'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 improved 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
7. Carefully consider ethical dimensions of business practices and attendant writing. G

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

V. Evaluation:

A. Testing Procedures:

Quizzes, visual aids, oral presentations, collaborative classwork, final portfolio, and exit exam may constitute 25 percent of final grade.

B. Laboratory Expectations:

None

C. Field Work:

Writing Assignments: E-mail, memos, letters, executive summaries, brochures, visual aids, short reports, formal reports, and an employment package may constitute 75 percent of final grade.

D. Other Evaluation Methods:

Instructors are encouraged to focus grades on improvement and consistent demonstration of sound business and technical writing principles and approaches.

VI. Policies:

A. Attendance Policy:

Attendance, promptness, and participation are essential to success in college courses. The

general attendance policy of the College states that students must be present for at least 75 percent of scheduled class meetings in order to receive credit for the course; thus, students who miss 25 percent of class meetings will fail the course. Any student who must miss an excessive number of classes for any reason is advised to withdraw from the College under the “Mitigating Circumstances” provision as described in the *PSTCC Catalog and Handbook*.

B. Academic Dishonesty:

Any student found engaging in an act of academic dishonesty will be promptly dismissed from the course with a grade of F. According to the *PSTCC Catalog and Handbook*,

prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor
- Any of the above occurring within Web or distance learning environments

C. Accommodations for disabilities:

Students who need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins134 or 126 or by phone: 694-

6751(Voice/TTY) or 539-7153. More information is available at www.pstcc.edu/departments/swd/