**BUSINESS & TECHNICAL WRITING
ENGL 2950**

Class Hours: 3.0   **Credit Hours: 3.0**

Laboratory Hours: 0.0   **Revised: Fall 2010**

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:

No textbook required. Instructor may request a text by order deadline for upcoming semesters.

Optional handbook:
Sabin, William A. *The Gregg Reference Manual*. 11th ed. New York: McGraw-Hill: 2010.

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	Overview of workplace business/ technical communication; committing to ethical communications; changing workplace ethos by improved communications
2	Workplace e-mail; providing instructions
3	Workplace memos; delivering good, neutral, and unwelcomed messages
4-6	Business letters (inquiry, reply, complaint, positive/negative adjustments)
7	MLA documentation review; visuals design
8-10	Reports (instructions, procedures, progress, recommendation)
11-13	Collaborative oral and written projects (response to request for proposals)

| 14 | Resume/cover letter/employment process; portfolio submission |
| 15 | Final exam period |

II. Course Goals*:

The course will

A. Familiarize students with style guidelines in business and technical communications. I. 1, 3

B. Determine style and format expectations/preferences for internal and external (to organization) communications. I. 2, 3

C. Develop students' proofreading, editing, and audience analysis skills to create concise and effective business and technical communications. I. 4, 5

D. Conduct research and use MLA documentation. I. 6

E. Build students' individual and collaborative report writing and oral communication skills. I. 5

F. Improve students' visuals design and word processing skills as they relate to basic business communications and report writing. VI. 3, 4, 6; VII. 1, 3, 6

G. Assist students in employment preparation with resume and cover letter. I. 6

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

III. Expected Student Learning Outcomes *:

The student will be able to:

1. Distinguish between different style guidelines for individual organizations and use them appropriately. A, C

2. Choose formats expected in formal and informal workplace communications. A, B, C

3. Edit model documents for conciseness and readability. C

4. Appraise sample workplace writing samples to determine efficacy. C

5. Analyze and adapt writing to intended audiences/readers. B, C

6. Write workplace e-mails aimed at particular audiences. B

7. Write workplace memos aimed at particular audiences. B

8. Write business letters aimed at particular audiences. B

9. Access relevant research to paraphrase and cite using MLA documentation. D

10. Determine validity and soundness of varying cyberspace sources. D.

11. Differentiate among report levels of formality, intended audience, and formats. E, F

12. Write short and long/informal and formal reports aimed at specific audiences. E, F

13.   Solve business and technical problems through report writing. E, F

14.   Participate in groups to respond in report form (bid) to requests for proposals. E, F

15.   Participate in groups to develop *PowerPoint* presentations for oral bids. E, F

16.   Write personal resume and cover letter. G

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

IV. 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.

V. Policies:

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of the Learning Division, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of the Learning Division.

B. Academic Misconduct:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. 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 the Web or distance learning environment.

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 Goins 127, 132, 134, 135, 131 or by phone: 539-7153 or TTY 694-6429. More information is available at www.pstcc.edu/departments/swd/.