PELLISSIPPI STATE COMMUNITY COLLEGE
MASTER SYLLABUS

BUSINESS & TECHNICAL WRITING
ENGL 2950

Class Hours: 3.0
Credit Hours: 3.0
Laboratory Hours: 0.0
Revised: Fall 2012

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:


I. Week/Unit/Topic Basis:

Instructors should select from the following units and topics to develop their daily syllabus and assignments.

<table>
<thead>
<tr>
<th>Week /Unit</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Principles of writing at work and style guide for good technical writing. Writing ethically and codes of conduct. Introduction to business email and text standards. Instructing emails.</td>
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<tr>
<td>2</td>
<td>Guidelines for memos; delivering good/neutral and unwelcomed memos</td>
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<tr>
<td>3</td>
<td>Guidelines for writing quality business letters (inquiry and reply letters)</td>
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<tr>
<td>4</td>
<td>More business letters (complaint, positive/negative adjustment letters)</td>
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<tr>
<td>6</td>
<td>Informational reports (instructions, procedures, policies)</td>
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<tr>
<td>7</td>
<td>MLA documentation review. Research for analytical reports.</td>
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<tr>
<td>8</td>
<td>Analytical/recommendation report.</td>
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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 Academic Affairs, 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 Academic Affairs.

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.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

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 http://www.pstcc.edu/sswd/.