

Bridgewater State University

English 202—Business Communication

Winter, 2020

Dec28- January22, 2020/2021

Professor Sean Allan

Credits Hours: 3

COURSE DESCRIPTION:

Prerequisite: BSU English 102 (second semester college writing) or equivalent.

This course focuses on the analysis and creation of documents that rely on a critical understanding of reader-text relationships, rhetorical contexts, and visual rhetoric. In this course, students gain experience with genres that are used in a variety of disciplines and workplaces, such as letters, memos, proposals, instructions, final reports, and Web pages

COURSE OUTCOMES:

In this course, students will:

- Study the methods and purposes of specific types of business writing and communication. Through this understanding of purpose, students will be able to analyze others' writings and develop their own texts.
- Develop effective and appropriately complex documents suited for various business contexts—emails, requests, presentations, proposals, etc.
- Develop effective written accompaniments to business-related graphs, charts, etc.
- Map, compose, edit and revise numerous written documents, developing understanding of how these elements work together.
- Learn to write appropriately for a given situation/audience.
- Develop critical writing and editing skills to better understand how to get readers to engage with a document.
- Continue to develop word processing skills and develop an understanding of other uses of technology for writing and developing ideas.
- Improve command and understanding of formal English.
- Learn to use remote learning methods effectively to maximize one's learning.

COURSE TEXTBOOK:

The professor will provide appropriate PDF documents each week.

COURSEWORK

Documents:

The course's major assignments are formal written documents, all of which follow business writing conventions. We will compose several types of documents.

Documents are due in class in the week indicated on the syllabus. Any issues that might affect a student's ability to complete an essay on time should be discussed with the professor in a timely manner. Late documents are penalized one grade per class meeting period late.

Each written document will have a minimum length requirement. Your document will not be accepted if it does not fulfill the minimum length requirement.

Proper secondary source use is expected for all documents. Most assignments will be in APA format, although some assignments geared toward your own area of study might use a different citation method (e.g. a Humanities major might use MLA format for one or more of the assignments).

SHORT READING AND WRITING ASSIGNMENTS:

We'll read and write every week. The professor will provide access to the readings. Short writing assignments provide good practice and good preparation for the longer documents. The specifics of these assignments are provided as needed.

ATTENDANCE, PRESENTATIONS, AND OTHER PARTICIPATION:

You'll earn points by "attending class" (showing up in the Online Classroom at the assigned time; participating in online work--such as discussion forum posting--on your own time; etc.), behaving appropriately, and doing the written work. Note as well that there are automatic punishments—automatic failure of the course if any of the major four documents aren't completed; a reduction of the Final grade resulting from underwhelming online presence in class spaces (online classroom and class forums); etc.

Part of online class participation will involve engaging in hypothetical business situations—a proposal, report, etc.

Class methodology:

Reading and writing, online class participation, forum participation, homework, peer review, online oral presentations, and quizzes.

Attendance:

Students are expected to attend every online class period. Students should contact the professor as soon as possible if they will miss class.

Every two unexcused absences will result in a reduction of your FINAL grade by one gradation—e.g. a B+ becomes a B. Further, any work that is late because of an unexcused absence will not be accepted.

Excused absences will not harm students, but it is up to students to keep the instructor informed and to keep up/catch up with course work. Students need to adhere to a reading schedule and be ready to participate in any class meeting. Chronic tardiness will count against your grade: two late arrivals equals one absence.

Classroom Etiquette:

Students should respect the professor and their peers. Differing opinions should be respected, and one's own opinions should be respected: if you want to share an idea, express it clearly and intelligently. Poor behavior will lead to disciplinary action.

GRADING:

Your grade will be calculated as follows:

Four Documents (all equal weight): 60%

Forum Participation and Short Assignments: 15%

Attendance and Presentations: 15%

Basic Grading Percentages:

90 - 100	= A
89 - 80	= B
79 - 70	= C
69 - 60	= D
59 - 50	= F

STANDARDS FOR WRITING:

Documents must follow the standard format of the document assigned. This will typically include:

1. Typed
2. Double Spaced
3. One-Inch Margins
4. Complete Heading in the Upper Left Corner: (Your Name, Class Name and Section #, My Name, Date—in that order)
5. Your Last Name and Page Number (without a comma) in the *upper right-hand corner of all pages*. (Use header/footer for this.)
6. Original Title Top, Center (should be related to the document's purpose)
7. Works Cited Page (when necessary)

Grammar, usage, and typography errors negatively affect document grades. We'll study these topics as part of the course. Students who struggle with these aspects of formal writing should also look to tutoring for help.

PLAGIARISM:

Students should be aware that plagiarism is a serious offense. The most extreme example of plagiarism is taking a paper written by someone else and claiming it as one's own. You should be aware, however, that using another person's idea without crediting that person is also a form of plagiarism. Plagiarism will result in a score of zero on the assignment that was plagiarized. The proper school authorities will be notified of the transgression, and further punishment may be meted out.

ACCOMMODATIONS STATEMENT:

In compliance with Bridgewater State University policy and equal access legislation, I am available to discuss appropriate accommodations that you may require as a student with a disability. Students will need to register with the Disability Resources Office in the Academic Achievement Center (x2194) in Maxwell Library to provide documentation of the disability, to determine reasonable academic accommodations, and obtain a letter of notification to faculty of the accommodations.

Itinerary:

Topic One

“Business Communication” as a concept

“Audience” as a concept

Types of documents—E-mail, Proposals, Presentations, Requests, Instructions

Grammatical and Rhetorical Concepts

Email Assignment 1 Due

Topic Two

Types of documents—Job- or Discipline-Related Research Project

Discuss: Planning and Drafting, Technical Terms

Proposal Document due

Topic Three

Discuss: Writing to Complement Charts and Graphs, Editing and Revising

In-class Business Presentation

Email Assignment 2 Due

Request Document Due

Topic Four

Discuss: Audience and Peer Feedback, Web-Page Construction

Proposal and Instruction Document Due

Email Assignment 3 Due

Topic Five

Discuss: Review; Web-Page Presentation

Email Assignment Document Due—Gathers the Three Email Assignment, with Commentary and Reflection Added.