

Business Writing
Spring Term -- March 17-May 17, 2008

Adjunct Instructor

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Textbook

Required: *Professional Business Writing, 7th Edition,*
Elizabeth Kerbey & Marilyn L. Satterwhite

Course Objectives

This course is to enhance your writing and communication skills in a business environment. Students who successfully complete this course will develop interviewing, note-taking, writing and editing skills, which can be applicable to all areas of communication.

Course Expectations

My expectation is that you will be a vital part of this course through active participation. While we will follow the textbook, this class will include many opportunities for hands-on participation and writing and editing activities. I encourage your questions and input as the class progresses to help make it an active and interesting learning environment for all the students.

Assignments

During each class period, you will be putting your writing skills to use through in-class assignments and grammar quizzes. Out-of-class time will also be needed for writing and editing assignments, as well as the final project.

Disabilities

Students with disabilities that limit a major life activity are eligible for reasonable accommodations in college programs and courses. These accommodations provide equal opportunity to receive the same level of achievement. If you have a disability that might interfere with your ability to participate or perform satisfactorily in this course, please let me know.

Grades

Your course grade will be based on the following:

In-class activities/Participation/	30
Writing assignments (12)	120
Personal journal	30
Project / Presentation	80
Quizzes (2 x 40)	80
Final Exam	<u>60</u>
TOTAL	400

Grading Structure

A+	388-400	B-	304-317	D	218-237
A	368-387	C+	288-302	D-	203-217
A-	353-367	C	268-287	F	202 and below
B+	338-352	C-	253-267		
B	318-337	D+	238-252		

Project

The project will be the culmination of what you have learned throughout the class, as well as from your professional experiences. In teams of three, you will create a set of professional written standards and various documents for an imaginary company (see below).

Exam

A final exam will be given during the last class period, covering the material and information presented in the class.

Quizzes

Two quizzes will be given. Each will cover information from the chapters and class discussions.

Classroom Participation

Your participation is important to the overall learning environment. Your knowledge of the information presented, your ideas and thoughts are important and of interest to your fellow students.

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Date	Subject/Assignment
Week 1	Introduction; Syllabus/Project; Journal Chapter 1 - Characteristics of Professional Business Writing Chapter 2 - Choosing the Right Words Chapter 3 - Writing Sentences and Paragraphs
Week 2	Chapter 4 - Building Goodwill in your Messages Chapter 5 - Planning and Preparing Messages Chapter 6 - Composing, Editing and Proofreading
Week 3	Chapter 7 - Writing Memos, E-Mail, and Other Routine Communication Chapter 8 - Writing Inquiries and Requests Chapter 9 - Writing Replies to Inquiries and Requests <i>(Take-home Quiz #1)</i>
Week 4	Chapter 10 - Writing and Acknowledging Orders Chapter 11 - Writing Credit and Collection Memos Chapter 12 - Writing Persuasive Messages <i>(Take-home Quiz #1 due)</i>
Week 5	Chapter 13 - Writing Claim and Adjustment Messages Chapter 15 - Writing Public Officials and the Media Writing for external media/Public Relations: press releases / Web / newsletters / product marketing / advertising copy writing
Week 6	Chapter 14 - Writing Goodwill Messages Chapter 16 - Writing Meeting Reports Chapter 17 - Writing Memo Reports Chapter 18 - Writing Directions, Instructions and Abstracts <i>(Take-home Quiz #2)</i>
Week 7	Chapter 19 - Preparing Resumes and Employment Applications Chapter 20 - Writing Application Letters and Other Employment Documents Global Writing <i>(Take-home Quiz #2 due)</i>
Week 8	Projects/Presentations Due / Final Exam

The syllabus is subject to change and/or revision.

Business Writing Final Project *Spring 2008*

In teams of three, you will create business writing standards for an imaginary company. The company and its details will be determined by the class during the first session.

When completed, the business writing standards will be a professional package that any employee would follow to represent the company professionally.

The writing standards package will include:

- Letter #1 - Order letter (2 variations)
- Letter #2 - Goodwill letter following a complaint (2 variations)
- Letter #3 - Bad news re: order/service (2 variations)
- Letter #4 - Thank you letter for the order (2 variations)
- Internal memo concerning a renewed emphasis on customer service (having some internal issues)
- Press release announcing a new product/service
- An order form / intake form
- Internal employee recognition event invitation
- Unsuccessful employment applicants' letter
- Web site copy for home page and for one specific product or service
- Sample of a well-written cover letter to the company (unsolicited)
- Overall identity (written) standards

All three members should share these tasks equally. You should edit and proofread each other's work. The information should be consistent and follow the same tone of voice. Because you have three sets of eyes and combined knowledge, this package should be PERFECT! Typos, bad grammar, inconsistencies with the information/facts, etc., will count against the final grade.

Each piece of the package will be worth five points = 60 points total.

On the last day of class, you will present your business writing standards package as if the rest of the class were the company's employees. Please provide a set for each team and for me and provide explanations for the information and why the information is important to the company. Be prepared to answer questions and concerns about the standards; each team should have at least one question and one concern for the other teams for following these standards.