

Business Writing

BUS 205W 3 credits

Instructor: Gina Larson

Contact Information:

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Course Description:

An examination of written communication in business contexts, including audience analysis; research and source documentation for business applications; conventions and forms of business texts (resumes, letters, memos, instructions, summaries, proposals, reports, and the use of visuals); and collaborative writing projects.

Text:

Kolin, Philip C. Successful Writing at Work. 6th ed. Lexington, MA: D.C. Health & CO.

Course Objectives:

- 1) Student's will be able to identify the contexts, forms and conventions of writing in the workplace which will include, but are not limited to, writing memos, letters, reports, proposals, instructions, promotional materials, and media releases;*
- 2) Student's will be able to identify business audiences;*
- 3) Student's will be given the opportunity to develop and resume and cover letter for a position they would like to apply for.*
- 4) Students will become familiar with the uses of technologies in writing and researching for business.*

Course Format:

This course will be based upon the ability to apply skills to the world of work. There will be a total of 5 assignments and a Website discovery activity.

Grades:

Grading for this course will be structured from the Project Point Plan. This course is designed for hands on learning and participation in class and group activities. Timeliness of deadlines and attention to detail will play a role in grading also.

100-95 % of points= A to A+

94-90 % of points = A-

89-87 % of points = B+

86-83 % of points = B

82-80 % of points = B-

79-77 % of points = C+

76-73 % of points = C

72-70 % of points = C-

Any thing below a 70 and we will have to talk, I believe the learning process is just that a process, you will have opportunities to revise your work after I have reviewed it. If you select to make adjustments you will receive extra points. This is why I feel no one will get below a 70%.

Academic Integrity Policy:

All individual student work will represent the student's own work. Any use of others' ideas and words without proper citation of sources is plagiarism and will result in penalties to be determined by the instructor and/or the dean of undergraduate studies.

Project Point Plan

Website Discovery (3) 75 points (25 points each)

Assignment 1 100 points

Assignment 2 100 points

Assignment 3 100 points

Assignment 4 100 points

Assignment 5 100 points

TOTAL 575 points

EXPLANATION OF Website Discovery

Website Discovery: This is your chance to discover and share 3 websites that you find of interest and value in the field of Business Communication. Please post your selection in the discussion board under the heading "Websites". Please provide the website address and a summary of the contents as well as why you find this site of value. You are then asked to review two of your classmates website selections and make comments to the value of the site to the business world.