BUS 205

Business Writing (3 Credits)

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Course Description
Bus 205 is an examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment.

Texts (Required)


Course Objectives
Upon successful completion of the course, students will have demonstrated the knowledge and skills outlined here:

- Use technically correct, clear English in the preparation of business documents including letters, memoranda, and reports
- Analyze and synthesize information to write a focused, effectively organized report for a designated audience
- Document research sources appropriately

Learning Strategies
- Students will read and discuss Canavor and Meirowitz (2010) to build knowledge on current business writing style and formatting
- Students will use Strunk and White (1999) as a reference to improve grammar and mechanics
- Students will prepare business documents such as a memorandum, press release, and e-mail
- Students will work in teams to prepare a report and presentation applying all learning on business writing style, formatting, grammar, and mechanics
Methods for Assessment

- Authentic engagement in discussions of the content will be assessed through faculty observation
- The ability of students to interact, communicate, and effectively work with team members will be assessed through faculty observation and student reflection
- Writing assignments will be assessed for grammar, mechanics, business style, and formatting
- The final report and presentation will be assessed by the faculty member as a sincere effort to apply the knowledge and skills covered in the course including reader engagement, audience engagement, grammar, mechanics, style, formatting, and citations

Policies

- **Attendance** - This class is experiential, participative, and collaborative. We are in this together. The absence of any one person will be felt by all so please plan to attend all class sessions. If you need to miss a class, contact me prior to the class.
- **Grading** - Students will earn a final grade of A+, A, B+, B, C+, C, D+, D, or F based on the average of assessments of all assignments. Assessments made by the undergraduate coordinator and assistant to the dean will apply toward the final assessment as a minority percentage analysis of the final presentation (the faculty member’s assessment will be applied as the majority grade).
- **Late Assignments** - Assignments turned in after the due date will be accepted IF the student contacts the faculty member prior to the assignment due date.
- **Academic Integrity** - Respect others and always cite the source of any ideas or words which are not your own. This is a strict policy but, more importantly, it is the right thing to do.

Please refer to the online catalog for all other policies.