Business Writing
BUS 205 – 3 Credit Hours
Doane College – Grand Island Campus
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Course Description:
• “An examination of effective written communication in organizational contexts through realistic applications relevant to the current business environment. Upon successful completion of the course, students will be able to: 1) use technically correct, clear English in the preparation of business documents, including letters, memoranda, and reports; 2) analyze and synthesize information to write a focused, effectively organized report for a designated audience; and 3) document research sources appropriately.” (Doane College Catalog 2002-2003)

Class Meeting Times:
• Tuesdays – 6:00 p.m. – 10:00 p.m. – October 2012

Adjunct Professor:
• Mary Place-Schaffert, MA, Financial Services Professional, (Telephone: 402-631-8848)
• Preferred Communication Mode – Email – mary.placeschaffert@doane.edu

Required Text:

Course Objectives:
• Students should be able to 1) identify appropriate forms and contexts for business audiences (mode and communication); 2) develop commands of such forms as letters, memos, speeches, promotional and media copy (through written and group activities); 3) embrace and take advantage of technologies relevant to business writing projects (by exploring new technologies available to businesses through individual and group activities); 4) develop advanced research skills (utilizing APA format); 5) develop confident communication styles appropriate to different audiences.

Course Format:
• Discussion of assigned readings from the text and various media; individual and group writing projects and activities; writing assignments.

Handouts:
• Plagiarism: What It is and How to Recognize and Avoid It, Produced by Writing Tutorial Services, Indiana University, Bloomington, IN, taken from http://www.indiana.edu/~wts/wts/plagiarism.html.
• Doane College Academic Integrity Policy, reprinted from the Doane College Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane College Faculty in May 1987.
Class Format:
The course will be conducted on a lecture, discussion and activity basis. In-class participation is essential. Students are encouraged to attend all classes and have reading and/or activities as assigned completed prior to the start of each class.

Assessment and Class Policies:
- Students will be able to obtain a total of 500 points as follows:
  - 100 points – In-class participation, which includes discussions
  - 400 points – written activities
Note: all written assignments must be typed (double-spaced), and use a font of no less than 12pt.
- Grading Scale –
  97%-100% = A+  93%-96% = A
  89%-92% = B+  85%-88% = B
  81%-84% = C+  78%-80% = C
  74%-77% = D+  70%-73% = D
  69% and Below = Failing Grade
- Policies:
  - All chapters and course material for discussion must be read prior to course meetings.
  - Email access is mandatory.
  - Attendance is mandatory. Please advise of necessary absences prior to each class.
  - Late assignments will not be accepted. Incomplete assignments will have 10 points deducted from assigned grade.
  - Cellular telephones must be turned off at all times during class; pagers are acceptable if needed for personal emergencies or professional reasons.
  - The use of foul language will not be permitted at any time during class sessions.
  - A non-hostile and professional atmosphere is essential. All students and the professor will treat each other with respect and courtesy during all class sessions.

Course Schedule:
Week 1 –
- Introductions
- Discuss Syllabus/Q&A
- Student Contact Information Sheets
- Personal and professional writing experiences
- Discussion – chapters 1, 2 and 3
  - What types of business writing do you do now?
  - What do you hope to learn from this course that would help you professionally and personally?

Week 2
- Current Events
- Discussion – chapters 4, 5 and 6
  - Memos, faxes, emails; different types of business letters
- Business Plans and Marketing Plans (including sales and product letters; advertising and public relations)
- Activity
Week 3
- Bring your current resume and an example of a cover letter that you have written to class
- Discussion – chapters 7, 8 and 9 (resumes, cover letters, job interviews); include discussion about human resources manuals, communications with employees, safety manuals
- Activity – researching in the information age (how do we research?) – computer lab
- APA Style – referencing sources (pg. 365); www.apastyle.org

Week 4
- Discussion – chapters 10, 11 and 12
  - Activity – Bring a magazine or newspaper article to class that you read in this past week. We will use the article to summarize and present to class members (pg. 463 activities)
  - Designing visuals, documents and web sites (bring a printout of one of your favorite web sites (a few pages of the site) for the class to discuss and evaluate).

Week 5
- Technical Writing (chapter 13). What types of technical writing do we do in the course of business? Personally?
- Persuasive Proposals (chapter 14) – who, what, where, when, why and how?

Week 6
- Current Events
- Discussion – chapters 15 and 16 – writing short and long reports
- Grant Writing and Requests for Proposals (RFPs) – how to and resources

Week 7
- Current Events
- Discussion – chapter 17

Week 8
- Review material; class activities.
- Class Assessments