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:
• Wednesdays – 6:00 p.m. – 10:00 p.m. – June 2014

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:
• At the end of this course, students should be able to:
  • Identify appropriate forms and contexts for business audiences (mode and communication). Chapter 1.
  • Develop letters, memos, speeches, promotional and media copy (through written and group activities) conducive to an ethical work environment. Chapters 2,3,4,5 and 6, and in-class activities.
  • Develop resumes and coverletters. Chapter 7.
  • Develop advanced research skills (utilizing APA format). Chapters 8 and 9, and online activities.
  • Embrace and take advantage of technologies relevant to business writing projects. Chapters 10 and 11, and individual and group activities.
  • Write procedures, instructions and proposals. Chapters 12-15.
  • Develop confident communication styles appropriate to different audiences; make presentations. Chapter 16.

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 should 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 (eight classes at 25 points per class)
  • 400 points – written activities (eight activities at 50 points per activity)
  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; Current Events
• 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
• Current Events
• 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; www.apastyle.org

Week 4
• Current Events
• 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.
  • Designing visuals, documents and web sites (bring a printout of one of your favorite websites (a few pages of the site) for the class to discuss and evaluate).

Week 5
• Current Events
• 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
• Current Events
• Review material; class activities.
• Class Assessments