Business Writing
BUS 205 – 3 Credit Hours
Doane University – Grand Island Campus
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Mary L. Place, Adjunct Professor
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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 University Catalog 2002-2003)

Class Meeting Times:
• Wednesday – 6:00 p.m. – 10:00 p.m.

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

Required Text:

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.

Learning Outcomes and Course Goals:
• Identify appropriate forms and contexts for business audiences (mode; 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 cover letters. 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:
• The class will consist of discussions of assigned readings from the text and various media, individual and group writing projects and activities, and individual writing assignments.
**Assessment and Class Policies:**

- Students will be able to obtain a total of 550 points as follows:
  - 200 points – In-class participation, which includes attendance and discussions (eight classes at 25 points per class)
  - 350 points – Activities (14 activities at 25 points per activity)

  *Note: all written assignments must be typed (double-spaced), and use a serif 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.
  - Please notify the professor of necessary absences prior to each class. More than two absences will result in reduction of one letter grade.
  - Email access is mandatory.
  - Late assignments will have five points deducted for each day that the assignments are late.
  - Cellular telephones must be turned off at all times during class; pagers are acceptable if needed for personal emergencies or professional reasons.

**Course Schedule:**

**Week 1**

- Introductions and student contact information sheets
- Discuss syllabus
- Grammar review and comma rules
- Discussion – chapters 1, 2, and 3
- Computer lab: create memo about yourself; rewrite paragraphs to eliminate wordiness; edit for ethical language
- Read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

**Week 2**

- Review, edit, and hand in lab assignments
- Grammar review and comma rules
- Discussion – chapters 4, 5, and 6
  - Memos, faxes, emails; different types of business letters, instant messaging, blogs and pod casts
- Computer lab: create blog and three business letters
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

**Week 3**

- Review, edit, and hand in lab assignments
- Grammar review and comma rules
- 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
- Discussion – APA Style and summarizing information
- Computer lab: research a job to apply for; prepare a cover letter and resume to reflect that position
- Complete tutorial about APA basics at www.apastyle.org
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

Week 4
- Review, edit, and hand in lab assignments
- Grammar review and comma rules
- Discussion – chapters 10 and 11 (designing visuals, successful documents, websites, social media, etc.)
- Computer lab: research an ineffective website and write a summary about how to improve the site
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

Week 5
- Review, edit, and hand in lab assignment
- Grammar review and comma rules
- Discussion – chapter 12 (technical writing)
- Computer lab: complete technical writing assignment
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

Week 6
- Review, edit, and hand in lab assignments
- Grammar review and comma rules
- Chapters 14, 15, and 16 (writing short and long reports; presentations)
- Computer lab: complete short sales report
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

Week 7
- Review, edit, and hand in lab assignments
- Grammar review and comma rules
- Discussion of grants and requests for proposals
- Discussion of sales and marketing plans
- Chapter 13 (writing winning proposal)
- Computer lab: complete sales proposal and Small Business Administration online module at www.sba.gov
- Re-read Appendix: A Writer’s Brief Guide to Paragraphs, Sentences, and Words (at the end of your book)

Week 8
- Review, edit, and hand in lab assignments
- Review all material presented in the course
- Class assessments

**Doane University Academic Integrity Policy:**
The Doane University Academic Integrity Policy will be adhered to in this class. All projects and tests will represent your 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.

- **Doane University Academic Integrity Policy** reprinted from the Doane University Student Handbook. The Academic Dishonesty Policy was approved and adopted by the Doane University Faculty in May 1987.

- **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](http://www.indiana.edu/~wts/wts/plagiarism.html).