

Business Writing 205 - Doane College Lincoln Campus
SUMMER TERM
May 26 - July 26, 2014

Adjunct Instructor

Jane-Stewart (J.S.) Engebretson
Cell: 402.826.9132
E-mail: js.engebretson@doane.edu

Textbook

A textbook is not included. Readings are assigned.

BUS 205 will meet on Wednesdays for five class periods; the remaining class periods are conducted via e-mail and out-of-class participation. In-class sessions will be May 28, June 11, July 2, July 9 and July 16 (final test and presentations).

Students must use their Doane College e-mail for this class. Please make sure you have access to your Doane e-mail account.

Course Description: BUS 205 Business Writing (3)

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.

Course Objectives

This course is to enhance your writing and communication skills in a business environment. Students who successfully complete this course will develop effective writing, proofreading and editing skills, which can be applicable to all areas of communication. Students will understand the implications of a written communication's tone, message and purpose. By improving business communications, students should be able to increase their productivity and professionalism in their work and personal communications.

Learning Strategies

This class is a combination of in-class lectures and hands-on writing exercises to engage students in understanding how to write and process effective communications. Group activities and informal presentations are also incorporated into the class. Online readings and excerpts from professional business writers are an integral part of the learning process of this course.

Assignments

We will incorporate the readings as well as opportunities for writing and editing activities, independently and collaboratively. Out-of-class time will be needed for assignments, as well as for the final group project. You will need access to the Internet and a computer with Word capabilities.

A list of assignments and readings are included on the course assignment hand-out provided during the first class session. The assignments are created to implement the strategies and approaches learned in class in a variety of messaging presentations.

Course Expectations

My expectation is that you will be a vital part of this course through active participation, both in class and online. I encourage your questions and input as the class progresses to help make it an active and interesting learning environment for everyone. Your effort and ability to incorporate the information discussed are important elements in your grade.

Attendance Policy

The unique structure of the Business Writing 205 class (five in-class sessions) allows for little room in missing classes. The discussions and information provided during the class sessions are vital to understanding the material and in completing the assignments appropriately. A missed class session will result in automatically losing seven points, as each class also includes writing activities.

Disabilities

Students with disabilities that limit a major life activity are eligible for reasonable accommodations in college programs and courses. These accommodations provide equal opportunity to receive the same level of achievement. If you have a disability that might interfere with your ability to participate or perform satisfactorily in this course, please let me know.

Grades

Your course grade will be based on the following:

In-class work/out-of-class responses	40
Assignments (7)	70
Project / Presentation	50
Final Exam	<u>40</u>
TOTAL	200

Grading Scale:

A+ = 100-97	A = 96-93	A- = 92-90	
B+ = 89-87	B = 86-83	B- = 82-80	
C+ = 79-77	C = 76-73	C- = 72-70	
D+ = 69-67	D = 67-63	D- = 62-60	F = 59 and under

Academic Integrity Policy

The Doane College 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.

Project

The project will be the culmination of what you have learned throughout the class and from your professional experiences. In teams, you will create a set of professionally written documents for an imaginary company of your choosing.

The company package will include:

- Goodwill letter
- Bad news regarding order/service
- Response letter for a question or issue (#3)*
- Promotional/Persuasive letter (#4)*
- Press release announcing a new product/service (#6)*
- Job cover letter (solicited or unsolicited)
- Another message/letter of your choice

**Adapted from one of the team member's personal assignments*

During the term, writing assignments will be pertinent to your projects, and you will be editing and proofreading your team's work. The information should be consistent and follow the same tone of voice, fonts, etc. Because you have several sets of eyes and combined knowledge, your final package should be error-free. Typos, bad grammar, inconsistencies with the information/facts, etc., will count against the final grade.

On the last day of class, you will present your business communications package as a team. Be organized and professional in your presentations, as you would when presenting in a business environment.