



**ENGLISH 330
BUSINESS WRITING**

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Course: www.wright.edu/~david.wilson
Textbook: www.bedfordstmartins.com/alredbus

Course Description

English 330 is a study of written business and organizational communication. Students will learn the rhetorical principles and writing practices necessary for producing effective business memos, letters, reports and resumes in professional contexts. The curriculum is informed by current research in rhetoric and professional writing and is guided by the needs and practices of business, industry, and society at large. Basic computer skills (MS-Word, PowerPoint, Pilot, email, etc.) are a prerequisite. English 330 helps students shape their business writing ethically, for multiple audiences, in a variety of professional situations.

IMPORTANT NOTE: This is an online course with clear deadlines for all assignments; as long as you are attentive to these deadlines, you may work at your own pace. I am available by email and by appointment for personal consultation. Needless to say, accessing and using computer technology on a regular basis is a crucial requirement for the course. If you do not own a computer at home, make use of the computer labs on campus.

Textbook

Alred, Gerald J., Charles T. Brusaw and Walter E. Oliu. *The Business Writer's Handbook*. Ninth Edition. New York: Bedford/St. Martin's, 2009.

Course Evaluation

Grades are based on the following points system:

Application Letter	100
Resume	100
Memos	100
Complaint & Adjustment Letters	100
Investigative Report	100
Final Presentation	100
Minor Assignments	70
Total Points	670

As I grade your work, **Pilot** tallies the points so that you may gauge your performance in the course at any time during the quarter. At the end of the quarter, points will be converted to percentages, and percentages will be converted to letter grades. Here is the grading rubric:

90.0-100%	A
80.0-89.9%	B
70.0-79.9%	C
60.0-69.9%	D
0-59.9%	F

Writing Standards

- A The student's writing is consistently superior and expresses independent thought with grace, clarity and force. Essays are organized, its thesis is clear, and its ideas are supported with pertinent details. Words are used with precision and suited to the purposes of the assignment. Essays are virtually free from mechanical errors in grammar, spelling and punctuation.
- B The student's writing is above average in thought and expression, demonstrating both understanding and control of the elements of sound essay writing; however, it is not consistently superior in depth of thought, effectiveness of development, and mechanical savvy.
- C The student's writing is acceptable as college work, but lacks an original, significant purpose or point-of-view. Typically, written work is characterized by inadequate support of generalizations, slipshod style, poor use of detail, or mechanical errors.
- D The student's writing meets minimum standards. Written work is often marred by confused purpose, lack of organization, repetition of ideas, imprecise use of words, and frequent grammatical, spelling and punctuation errors.

F The student's writing does not meet minimum standards.

Assignments

Throughout the quarter, you will be given a number of assignments that range from grammar exercises to writing projects. Due dates are marked in every module and on **Pilot**.

Final Presentation

This assignment will be formatted with PowerPoint. As ENG 330 is an online class, you will not actually present the material in person, of course, but you will use PowerPoint to construct a presentation as if you were to enact it in front of an audience.

To do this assignment, you should assume that you landed the job that you applied for in your application letter and resume. Your task is to prepare a 10-15 slide PowerPoint presentation on a topic that is pertinent to your job. What topic you choose is up to you, but it must be substantive and useful for your co-workers, who will be your hypothetical audience. Assume your co-workers will assess your ability to explain the topic concretely, intelligently and, if need be, persuasively. You will be evaluated based on the content as well as the style of your slides.

The first PowerPoint slide should explain the scope of your presentation, describing its PURPOSE (what is your thesis?), AUDIENCE (what is the demographic of the co-workers who will be listening to you?) and DIRECTION (how will the presentation unfold from beginning to end). Naturally it is a prerequisite that you are familiar with PowerPoint software. If not, refer to www.microsoft.com/education/howto.msp.

Plagiarism

Plagiarism occurs when a writer: [1] copies verbatim from an author without quotation or attempts to disguise the act by selective omissions or alterations; [2] paraphrases from an author without naming the source in the text of the paper or providing a list of references at the end; [3] turns in a paper written by somebody else. As a point of academic integrity, you are required to submit original material of your own creation. Plagiarism of any material is a serious offense and, if established with sufficient evidence, can result in failure of the course or dismissal from the university.

In short, here is my policy: if you turn in a writing assignment that is not your own work (e.g., a paper you have purchased online), you will receive an **F** for that writing assignment on the condition that you write it yourself; if you choose not to write it yourself, you will receive an **F** for the course. All instances of plagiarism go on record with the university.

Writing Center

The Lake Campus's writing center is located in room 221 in Dwyer Hall. Contact the director, Dr. Christine Wilson (christine.wilson@wright.edu), to make an appointment.

IMPORTANT NOTE: STUDENTS WHO USE THE WRITING CENTER WILL BE GIVEN 5 EXTRA CREDIT POINTS FOR EACH VISIT.

Class Calendar

Week	Schedule
1	Introduction to the Course The Writing Process Application Letter
2	Word Choice Writing Style Resume
3	Audience & Viewpoint Memos Complaint & Adjustment Letters
4	Internet Research Evaluating Sources Investigative Report
5	Final Presentation

(NOTE: This abbreviated schedule only includes major assignments and readings. Minor assignments and readings are specified in the modules for the course and on **Pilot**.)