



ENGLISH 330 WB1
BUSINESS WRITING
SUMMER 2009

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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, WebCT, 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

Course grades are based on the following percentages:

Application Letter	15%
Resume	20%
Memo	20%
Report	15%
Assignments	20%
Final Presentation	10%

Assignments

Throughout the semester, you will be given a number of assignments that range from grammar exercises to writing projects. Major assignments (i.e. application letters, resumes, memos and reports) will receive letter grades. Minor assignments will receive one of three marks: **CR** (CREDIT), **PC** (PARTIAL CREDIT), or **NC** (NO CREDIT). **CR** denotes work that is complete and follows directions. **PC** denotes work that is only partially complete and/or diverges from the directions. **NC** denotes work that is illegible or, in most cases, simply not turned in.

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 be assessing 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 this tutorial: www.microsoft.com/education/ppttutorial.mspx.

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.

Writer's Hotline

This service is available for quick one-time questions that can be answered over the phone and usually involve grammar or writing mechanics. The phone number is 937.775.2158. The hotline is open daily until 4 p.m.

Class Calendar

Week	Schedule
1	Introduction to the Course The Writing Process Letter of Application
2	Resume Memo Email Correspondence
3	Reports Complaint & Adjustment Letters Fragments & Run-On Sentences
4	Digital & Visual Rhetoric Paragraphs & Commas
5	Final Presentation