



ENGLISH 3000: BUSINESS WRITING

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COURSE DESCRIPTION

English 3000 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 3000 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.

TEXTBOOK

Alred, Gerald J., Charles T. Brusaw and Walter E. Oliu. *The Business Writer's Handbook*. 11th Edition. New York: Bedford/St. Martin's, 2012.

COURSE EVALUATION

Course grades will be based on a points system in which major assignments are worth 100 and minor assignments are worth 25. As I grade your work, **Pilot** tallies the points so that you may gauge your performance in the course at any time during the semester. At the end of the semester, 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. Words are used with precision and suited to the purposes of the assignment. Writing is free of mechanical errors in grammar, spelling and punctuation.
- B** The student's writing is above average in thought and expression, demonstrating a clear understanding and execution of the assignment's directions; 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. It exhibits inadequate support of generalizations, slipshod or hurried style, poor attention to detail, straying from directions, or mechanical errors.
- D** The student's writing meets minimum standards. Work is often underwritten and/or marred by confused purpose, lack of organization, repetition of ideas, improper use of words, and frequent grammatical, spelling and punctuation errors.
- F** The student's writing does not meet minimum standards.

ASSIGNMENTS

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

FINAL PRESENTATION

This assignment will be formatted with PowerPoint. As English 3000 is an online class, you will not actually present the material in person, 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?). It is a prerequisite that you are familiar with PowerPoint software.

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 is a serious offense. If established with sufficient evidence, it can result in failure of the course or dismissal from the university.

STUDENT SUCCESS CENTER (SSC)



The Student Success Center offers FREE services to help students meet their full potential. Students can find tutoring in any subject, study buddies, one-on-one technology workshops, feedback on writing assignments, and general academic skills coaching. Web: lake.wright.edu/ssc. Phone: **419.586.0333**. Location: **182 Andrews**.

OFFICE OF DISABILITIES SERVICES (ODS)

If a student has a disability that requires special accommodations, it is essential that he or she discuss it with the instructor and the Office of Disability Services before or during the first week of the semester. ODS will work with these students on an individual basis to determine what services, equipment and accommodations would be appropriate regarding their documented needs. Students who qualify for these types of service should initiate contact with the instructor and/or ODS as soon as possible to enable the university to meet their needs. Please call Deanna Springer at **419.586.0366** or email her at deanna.springer@wright.edu. For more information, visit the ODS in **182 Andrews**.

CLASS CALENDAR

This schedule includes assignments only. All readings for the five modules in the course are specified on Pilot.

- 1** Ideal Jobs
Personal Memo
Application Letter
- 2** Definitions
Email Revision
Resume
- 3** Memos
Abstract
Complaint & Adjustment Letters
- 4** Website Evaluation
Website Memo
Investigative Report
- 5** Final Presentation (Preparation)
Summary (Presentations)
Final Presentation