Fall 2012 Syllabus and Course Guidelines

Course ENG 302 Business Writing
Time 4:40 p.m. to 7:30 p.m. Wednesdays
SLN/Location SLN 10536 CAPCOM 203
Office LL 172-C
Office Hours 4:00 p.m. – 6:00 p.m. Tuesday (in office) and Thursday (online) and by appointment.
Instructor Bob Haynes
E-Mail/Phone bob.haynes@asu.edu 480-727-9130
Textbooks Technical Communications, 9th Ed. by Mike Markel
(other readings will be available online via Blackboard or as hand outs)
Websites http://english.clas.asu.edu/writingprograms

Supplies
• Use a 2-pocket folder to submit hard copy assignment; use File Exchange to submit electronic assignments.
• Ensure that you have a working, reliable printer with plenty of ink and paper to prepare readable assignments, and to submit assignments on time. Losing your work because of a computer malfunction is horrible and frustrating, but it is NOT AN EXCUSE for failing to turn work in on time.
• Back-up your work onto your MyFiles space, a disk drive, or a second computer. ASU provides you with ample MyFiles space so you should learn to use it. Guard against all possible loss of your files and data. Losing your files is NOT AN EXCUSE for failing to turn work in on time.
• Send e-mail to the class from your official ASU e-mail address (if you set up mail forwarding to RECEIVE mail at another account, you must still SEND your e-mail from your ASU account). I will not read mail sent from Yahoo, Hotmail, AOL, or any other non-ASU email address.

Skills
This is an upper-division writing class using the English language and we will be doing a lot of writing, both in class and out. This is not a language-learning class, and as such you are expected to show a college-level proficiency in the use of English. While this course will cover some aspects of usage and style, it is not a remedial grammar course and you will be expected to have a baseline knowledge of English grammar and usage. If you feel, of if I discern, that you do not possess proficiency in English usage, grammar, spelling, punctuation, and style, you will be required to use tutorial assistance provided by the ASU Writing Center and to show proof that you have received tutoring on each of your major projects for this class. This requirement will apply to all students regardless of first-language skills or national origin. The Writing Center is a free service to students and its use is highly encouraged.

Course Description
English 302 Business Writing is an advanced writing course designed to improve the workplace writing competence of W.P. Carey School of Business professional and pre-professional students. The course focuses on the practice and study of selected types of discourse employed in professional business situations and helps prepare students for different kinds of writing they will encounter in their professional lives, notably business memoranda, professional presentations, research reports, and business documents targeted for the general public. Much of this course is conducted in a workshop format with activities and assignments generated inside and outside the classroom. Pre-requisites are English 101 and 102 or English 105, and pre-business or business major standing.

Course Goals
The purpose of this course is for students to
• Transition from academic to professional/business writing
• Significantly improve their ability to write effective business/professional communication
• Critically investigate and incorporate a variety of research sources
• Recognize and avoid plagiarism
Course Objectives
By the end of this course, all students should be able to
- Analyze and evaluate audience/purpose/situation as they apply to business writing contexts
- Produce clear, concise, effective audience and purpose specific business rhetoric
- Plan and participate actively in a collaborative final course project
- Incorporate process (research, invention, writing, revision, and editing) into all writing tasks; through multiple drafts create document fluency
- Analyze multiple writings from appropriate business professions
- Adapt tone and style for appropriate rhetorical business purposes
- Conduct primary and secondary research relevant to topic; integrate appropriate sources using Chicago or APA style
- Incorporate analytical/technical data in the form of charts, graphs, spreadsheets, etc.
- Give and receive constructive criticism among peers
- Use current technology to design accurate and visually appealing PowerPoint slides that will maximize the effectiveness of written and oral reports
- Develop strategies to facilitate communication across ethnic and/or business cultures

Assignments
To pass this course, all major writing assignments (both those performed in class and those performed outside of class) must be turned in, even if they are late, incomplete, or poorly conceived. (See the policy on Late Work).

Self-Introduction—Individual—(5 points)

Business Correspondence Portfolio—Individual—(30 points possible)
Following best practices for business professionals, you will write a professional e-mail transmittal for 2 attachments: 1) a business memo on company letterhead evaluating a technical document, and 2) a letter on personal stationery asking for a letter of recommendation. This is a “hard copy” assignment and must be turned in on paper inside a 2-pocket folder.

Ethics in Writing (A Report Based on Research)—Individual—(45 points possible)
Using techniques for writing a modular report, research and write a formal report based on the way writing is performed in a professional environment. You will look at ethics in the workplace and discuss the ways in which the company protects employees against discrimination, provides for whistleblowing, and establishes a safe and secure working environment through Codes of Conduct and/or other means. This is a “hard copy” assignment and must be turned in on paper inside a 2-pocket folder.

In-class activities—Team and Individual—(50 points possible)
Attending classes and participating in the in-class activities, including the self-introductions, letter and memo writing activities, SEC presentations, quizzes, and discussions is an ongoing requirement, and, if missed, CANNOT BE MADE UP. Some of these are “hard copy” assignments that must be submitted on paper; others are “electronic assignments” that must be uploaded to the Blackboard File Exchange found on your individual or group page.

Final Versions (with revision) for Three (3) In-class activities—Individual—(30 points possible)
Beginning work in class and finishing outside of class, you will turn in as final, formal documents the Multicultural Revision of a Translations Advertisement, Coherency topics and memo, and Unethical Graphics small report.
Team Proposal, Report, & Presentation—Team—(90 points possible)

Working in a collaborative environment, you will write a proposal for a research project and produce a technical recommendation report once the proposal is approved. The document should be suitable for presentation to a professional audience. Once the proposal is accepted, the proposed project, schedule, and deliverable items will become a “contract” that you must fulfill as proposed and according to schedule. You will write, edit, produce, and formally present your project to the class. As a contracted assignment, points will be awarded based on your performance as a working unit. In-class workshop time will be provided for this project, which consists of the following components:

- Proposal (30 points)
- Final Document and Transmittal Memo (45 points)
- Brochure, Status Report, and Oral Presentation (15 points)

Final Exam—Individual—(50 points possible)

TOTAL for course: 300 points

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tr>
<td>A</td>
<td>270–300</td>
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<tr>
<td>B</td>
<td>240–269</td>
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<tr>
<td>C</td>
<td>210–239</td>
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<tr>
<td>D</td>
<td>180–209</td>
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<tr>
<td>E</td>
<td>208 and below</td>
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Because some scores on activities and quizzes are fractional, I will always round UP to the next higher number; I will NOT, however, round up more than 1 point.

A grade of I (Incomplete) will not be offered in this course except under extreme conditions and with advisement from ASU Administration. A grade of I would result only from a written contract signed by the instructor, the student, and the Chair of the English Department. A student who simply stops attending class will not receive an I, but will receive an E.

Standard Writing Programs Policies

1. Policy on class attendance

Students are expected to attend all class sessions and to be on time to class and remain for the whole class period: If you are more than five (5) minutes late to class, or if you leave class more than five minutes early, you will be counted absent for that class period.

Because Writing Programs courses incorporate frequent small- and large-group activities into lessons, students who are absent affect not only their own learning, but also that of their fellow students. Therefore, only two weeks’ worth of absences (see below) will be allowed for the semester, regardless of reason, including documented illness or emergency. Students who exceed two weeks’ worth of classes will fail the course, unless they withdraw (see http://students.asu.edu/withdrawal).

- For Fall and Spring semesters, classes that meet three days a week (MWF, for example), the maximum number of allowed absences is six (6); for classes that meet two days a week, the maximum number is four (4); for classes that meet once a week, the maximum number is two (2). For classes that meet on other schedules, the number of absences allowed should reflect a similar ratio (two weeks worth of class meetings).

- **Note:** Students who participate in university-sanctioned activities and/or who will be unable to meet the attendance requirements for a particular section should move to another section where their activity schedules will not interfere with their classroom obligations (students can freely switch sections during the first week of the semester). To accommodate students who participate in university-sanctioned activities, ASU Writing Programs offers sections of many courses online and at various times of the day and week. We have asked advisors across campus to help students enroll in appropriate sections. If you think that this course may conflict with a university-sanctioned activity in which you are involved—athletics or the debate team or another—please see me immediately.

- **Note:** Writing Programs is sensitive to the religious practices of the various religious faiths represented in the student body of the university community. Writing Programs’ standard attendance policy listed here provides reasonable accommodation for individual religious practices. Students who anticipate absences due to religious reasons should plan their absences in the course accordingly. To accommodate students’ religious practices, ASU Writing Programs offers sections of many courses online and at various times of the day and week. We have asked advisors across...
campus to help students enroll in appropriate sections. If you think this course may conflict with your religious practices, please see me immediately.

2. Attendance: first week of classes
According to university policy, students who are registered but do not attend any of the first week of classes may be dropped.

3. If I am absent
If I need to cancel class for any reason, I will contact you via e-mail. If possible, I will also try to get someone to post a sign. However, if you come to class and I have not arrived by the time 15 minutes have elapsed (from when class is to start), please assume that class is cancelled, and check e-mail frequently afterwards for further instructions.

4. Grading
Grading is based on specific assignment criteria, and will follow English Department standards for content, organization, expression, and mechanics. To compute final course grades, the following values are assigned to the standard letter grades of A through E:

• A = 3.5 - 4.0
• B = 2.5 – 3.49
• C = 1.5 - 2.49
• D = .5 – 1.49
• E = .49 and below

5. The public nature of writing and discussions
Please consider every piece of writing you do for this class to be "public property." Remember that you will often be expected to share your writing with others, so avoid writing about things that you may not be prepared to subject to public scrutiny, or things you feel so strongly about that you are unwilling to listen to perspectives other than your own. This does not mean that you are not entitled to an opinion but that you adopt positions responsibly, contemplating the possible effect on others. This course may contain content (assigned readings, in-class discussions, etc.) deemed offensive by some students. If you have concerns about any course content, please bring these concerns to the attention of your instructor.

6. Technological Distractions
"Please refrain from any unauthorized usages of technology during our class sessions. In this usage, 'unauthorized' means unrelated to the tangible learning activity or activities taking place during the class period. Please put all hand-held electronic devices away. I will expect computers and laptops to be used for classroom activities only. Failure to abide by these guidelines may have a negative impact on a student's participation grade. Repeat offenders may be seen as disruptive and asked to leave class."

7. Late Writing Projects
"Note that if you do not have copies of your Writing Project by the assignment deadline, you will lose one letter grade from your final assignment grade for each day that the assignment is late."

8. All writing for this class must be written for this class
To pass this class all major writing assignments must be submitted, and note that all writing for this class must be written for this class. Resubmitting a paper from another class or elsewhere constitutes academic dishonesty. If you wish to further pursue a project begun in another class or develop ideas you have written about in another class, please discuss your plans with me first.

9. Academic Dishonesty
Students are expected to write and submit original work in Writing Programs classes, and to incorporate others' words, images, or ideas into their writing using standard attribution practices. Academic dishonesty in any form (see http://provost.asu.edu/academicintegrity/policy/StudentObligations) will not be tolerated, and students are expected to be familiar with all relevant university policies. The Academic Integrity Policy is located at http://provost.asu.edu/academicintegrity.

10. Disruptive, Threatening, or Violent Behavior
Students, faculty, staff, and other individuals do not have an unqualified right of access to university grounds, property, or services. Interfering with the peaceful conduct of university-related business or activities or remaining on campus grounds after a request to leave may be considered a crime. A disruptive student may be withdrawn from a course with a mark of “W” or “E” when the student’s behavior disrupts the educational process. Disruptive classroom behavior for this purpose is defined by the instructor. Disruptive behavior in any form (see http://www.asu.edu/studentaffairs/safety/definitions.html) will not be tolerated, and students are expected to be familiar with all relevant university policies. ASU Student Rights and Responsibilities are located at http://students.asu.edu/srr/code.

11. Accommodations for Students with Disabilities
Qualified students with disabilities may be eligible to receive academic support services and accommodations. Eligibility is based on qualifying disability documentation and assessment of individual need. If students wish to request accommodation for a disability, they must be registered with the Disability Resource Center (DRC) and submit appropriate documentation from the DRC in advance of the request. Additional information can be found at the DRC website: http://www.asu.edu/studentaffairs/ed/drc/.

12. End-of-Semester Portfolio Collection
All students will submit a portfolio of their work to the Writing Programs Portfolio Archive at the end the semester. This portfolio will consist of the final drafts of all major writing projects. This portfolio will be submitted digitally as a single PDF containing the major project final drafts in chronological order. Additional information and instructions for submission will be provided before the end of the semester.

Important Semester Dates

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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Jan 5</td>
<td>First Day of Classes</td>
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<td>Jan 11</td>
<td>Drop/Add Deadline</td>
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<td>Jan 16</td>
<td>Martin Luther King, Jr. Holiday Observed</td>
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<td>Jan 18</td>
<td>Tuition and Fees 100% Refund Deadline</td>
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<td>Jan 25</td>
<td>University 21st Day</td>
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<tr>
<td>TBD</td>
<td>Academic Status Report #1</td>
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<td>TBD</td>
<td>Academic Status Report #2</td>
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<td>March 19-25</td>
<td>Spring Break</td>
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<td>Mar 28</td>
<td>Course Withdrawal Deadline</td>
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<td>Apr 24</td>
<td>Complete Withdrawal Deadline</td>
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<td>Apr 24</td>
<td>Last Day of Classes</td>
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<td>Apr 25</td>
<td>Reading Day</td>
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<td>Apr 26-May 2</td>
<td>Final Exams</td>
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<td>May 2</td>
<td>Commencement Ceremony for Graduate Students</td>
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<tr>
<td>May 3</td>
<td>Commencement Ceremony for Undergraduate Students</td>
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<tr>
<td>May 4</td>
<td>Final Grades Due</td>
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