English 463: Business Writing
Section 005 Tues/Thurs 2:50 – 4:05 pm (Carolina Coliseum 2008)

Professor Information
Name: Dr. Marian Bland
Email: blandm@mailbox.sc.edu
Office Hours: Will schedule a phone session at (803) 500-1377 via email blandm@mailbox.sc.edu.

Catalog Title and Description: ENGL 463 "Business Writing." All business depends on communication. Research has found those companies that best communicated with their employees enjoyed greater employee engagement and commitment, higher retention and productivity, and better financial performance. Those who are effective communicators with their colleagues and customers enjoy greater professional success; almost two-thirds of employees have specific writing responsibilities such as email, presentations with visuals, memos, and letters to audiences inside and external to the organization, formal reports, and technical reports. This course explores audience analysis; planning, drafting, and formatting documents; document design for attractive visual presentation; developing messages for different purposes (persuasive, informative, negative, good news); and creating a strong résumé and engaging cover letter. Prerequisites: ENGL 101 and 102.

Learning Outcomes
Upon successful completion of the course, students in ENGL 463 will be able to:
- Analyze the purposes, audiences, and conventions of written communication
- Communicate effectively, using both visual and discursive content
- Design and organize content to accommodate readers engaged in specific tasks
- Manage the writing process, including planning, drafting, revision, and editing.
- Edit visual and discursive documents at a variety of levels that include content, format, style, organization, accuracy, grammar, and punctuation

Required Materials
Software:
- Laptop or tablet for accessing course materials and in-class writing & communication activities
- MS Office 365 (free to students)

Course Policies

Electronics and Text
Cell phones, laptops, tablets, and all other kinds of electronic devices are to be turned off and put away during this class, unless their use is specifically requested.

Absences and Tardies
You may have up to **three** (3) **unexcused** absences without incurring penalty, regardless of the cause.
In accordance with the [University attendance policy](#), **excused** absences will be granted as follows:

1. Performance of a military duty or obligation imposed by state or federal law, as documented in writing by the appropriate state or federal authority.
2. Legal obligation to appear at or participate in a judicial or administrative proceeding, including the performance of jury duty, as documented in writing by the appropriate judicial or administrative authority.
3. Any medical condition related to pregnancy or childbirth, as documented by the student's health care provider, requiring the student's absence from class.
4. A disability, as defined by the Americans with Disabilities Act and as documented by the Student with the Student Disability Resource Center, which prevents the student from attending class.
5. Observance of a religious practice, holiday or holy day, if the instructor of the class is provided written notification by the student of their intent to observe such religious practice, holiday or holy day no later than the end of the second week of regularly scheduled classes in a full fall or spring semester term.
6. Participation in an authorized University activity, in which the student plays a formal, required role. Such activities include, but are not limited to, musical performances, academic competitions, and varsity athletic events. University documentation of participation should be provided in advance of the absence.
7. Illness or injury that is too severe or contagious for the student to attend class, with appropriate documentation.
8. Death or severe illness of an immediate/dependent family member, with appropriate documentation.

To request an **excused absence**, you must send an email to me as soon as possible stating the date and reason of your absence. I will also need to **view supporting documentation**. If during the semester you find you are consistently missing classes, you should consider dropping the course to avoid failing.

3 absences = Free
4-6 absences = Final grade lowered by 5% (which equals about half a letter grade)
7 or more = Automatic failure

Tardies are extremely irritating. If you are frequently late, your tardiness will affect your grade:
3 tardies = 1 absence

Technology and Privacy
Should the need to conduct a class session online arise, it is important to remember that the online classroom is a private space. Please do not share links to class meeting spaces or materials with anyone who is not a part of the class. Material from the class should only circulate between members of our class unless the instructor explicitly grants permission otherwise.

Late Papers and Late Homework Assignments
Assignments are due **at the beginning of class** on the assigned date. If you choose not to complete your writing assignment you will receive a zero. If you are sick and need to complete makeup work, then talk to me. Keep in mind that I will need evidence if you are absent on a date that papers are due. For the major assignments, your grade will be reduced by one letter for each *business day* (not class day) it is late. (An A turns to a B; a C turns to a D; etc.)

Paper Format and Documentation
File Format
All final writing assignments will be submitted on Blackboard. Drafts for Peer Review must be submitted in .docx file format to enable editing by peers. As a reminder, USC students are eligible to receive a free copy of MS Office 365 which contains a word processer that natively produces .docx files.

Academic Honesty
You are bound by the university's policies on academic honesty, which bar you from presenting another person's work or ideas as your own, allowing someone to write an assignment or part of an assignment for you, failing to properly acknowledge source materials, or recycling work – turning in a paper completed in another class for credit in this class.

Your enrollment in this class signifies your willingness to accept these responsibilities and uphold the Honor Code of the University of South Carolina. Student Conduct and Integrity Requirements can be viewed here.

Current COVID Guidelines
University COVID guidelines are subject to change and can be found here.

Student Disability Services, Close-Hipp, Suite 102
Students needing academic accommodations should contact the Student Disability Services office at 803-777-6142 or visit: https://www.sa.sc.edu/sds. Students wishing to make such arrangements should do so as soon as possible.

Mental Health Services
It is important that you take care of your mental health. If you are ever worried about your mental health and desire to use USC's mental health services, please visit here.

If stress is impacting you or getting in the way of your ability to do your schoolwork, maintain relationships, eat, sleep, or enjoy yourself, please reach out to any of our mental health resources. Counseling & Psychiatry offers individual and group counseling and psychiatric services. You can schedule an appointment at (803) 777-5223 or on MyHealthSpace. You can also call after-hours for crisis counseling.

Wellness Coaching can help you improve in areas related to emotional and physical wellbeing, such as sleep, resiliency, balanced eating and more. Wellness Coaching appointments can be made by calling 803-777-6518 or MyHealthSpace. You can also access virtual self-help modules via Therapy Assistance Online (TAO) at https://us.taoconnect.org/register. Most of these services are offered at no cost as they are covered by the University Health Services tuition fee.

Technical Support
If you have problems with your computer, technology, IT-related questions, support, including Blackboard, please contact the Division of Information Technology (DoIT) Service Desk at (803) 777-1800 or submit an online request through the **Self-Service Portal** or visit the **Carolina Tech Zone**. The Service Desk is open Monday – Friday from 8:00 AM – 6:00 PM (Eastern Time). If you are located in the Columbia, SC area, the Thomas Cooper Library at UofSC has computers for you to use in case you encounter computer issues/problems. If you are not located in the Columbia, SC area, most regional campuses and public libraries have computers for public use.

Assignments and Possible Points
You will be graded on the following assignments. Final Grades will be expressed as a percentage of the total possible points.

Assignment	Points Possible
Memo	75
Press Release	75
Investigative Report	100
Cover Letter/Résumé	100
Complaint Letter	100
Apology Letter	100
Termination Letter	100
Group Proposal	150
Proposal Presentation	75
Peer Reviews x 3	75
Preparedness & Participation. Annotations	50
Total	**1000**

Grade Point Scale

Grade	Description	Quality Point	Traditional %
A	Excellent	4.0	90-100
B+	Very Good	3.5	87-89
B	Good	3.0	80-86
C+	Above Average	2.5	77-79
C	Average	2.0	70-76
D+	Below Average	1.5	67-69
D	Poor	1.0	60-66
F	Failure	0.0	00-59

Did you know this course is on an approved course list for Graduation with Leadership Distinction? Do you engage in research, study abroad, internships, or community service? If so, you could be eligible to graduate with leadership distinction. **Meet with a GLD Advisor** to learn more and consider ways to get involved throughout your time at UofSC. You'll even have your achievements recognized on your transcript and diploma. Demonstrate to graduate/professional schools and future employers how you can apply course concepts in real world settings and apply what you learned to make decisions and solve problems! *Graduation with Leadership Distinction: Your Pathway to Purpose!*

(https://sc.edu/about/initiatives/center_for_integrative_experiential_learning/graduation_with_leadership_distinction/index.php).