Welcome to Business English

SUMMIT
ACADEMY OIC

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Karen Kjos

sounds like "**Ch**"

Pronounced "Choas" (rhymes with "dose")

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Prosopagnosia (Face Blindness)

People with Face Blindness have a **very hard time recognizing faces**, especially out of context.

Ms. Kjos is slightly face-blind; it takes an unusually long time for her to memorize a face. Instead, she takes cues from voices, height, body type, hair styles, facial hair, tattoos, eyeglasses, etc. **Change one of those things and she's lost.**

Jane Goodall and Steve Wozniak have been diagnosed; Brad Pitt suspects he has it.

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In Business English, the goal is to communicate clearly and express yourself in a professional and diplomatic manner.

This course will focus on **written** communications with emphasis on:

- Clarity
- Mechanics
- Grammar
- Purpose
- Audience
- Credibility
- Organization
- Consistency
- Succinctness

"We should not write so that it is possible for the reader to understand us, but so that it is *impossible* for him to *misunderstand* us."

-Marcus Fabius Quintilianus *(35-100 A.D.)*

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This is an IT program, so why is it important to write well?

". . . while writing has always been valuable (and often undervalued), it's more important than ever in our new world of remote and hybrid work."

Stillman, Jessica. "Writing Well is an Even More Essential Skill in a World of Remote Work." Inc.com, August 4, 2021, www.inc.com/jessica-stillman/writing-communication-erica-dhawan-digital-body-language.html.

"Writing is the most common method of communication among remote teams. As compared to phone or video-conferencing, this option is more efficient since written communication allows for searchability and traceability."

Sto, Andy. "Could Writing Be the Next Big Skill for Remote Workers." *Andy Sto.com*, www.andysto.com/could-writing-be-the-next-big-skill-for-remote-workers. Accessed February 23, 2023.

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This is an IT program, so why is it important to write well?

"Strong communication skills are the biggest determiner of success in the modern [software] engineer's professional career."

Riemer, Marc. J. "Communication Skills for the 21st-Century Engineer." *Global Journal of Engineering Education,* January 2007, www.researchgate.net/publication/299507876_Communication_Skills_for_the_21st_Century_Engineer.

". . . learning to write is about more than learning to write. For one thing, it's about learning to turn a loose assemblage of thoughts into a clear line of reasoning—a skill that is useful for everyone. . ."

Malesic, Jonathan. "What ChatGPT Can't Teach My Writing Students." The Atlantic, February 9, 2023. www.theatlantic.com/ideas/archive/2023/02/writing-education-language-empathy-ai-chatgpt-age/672999/

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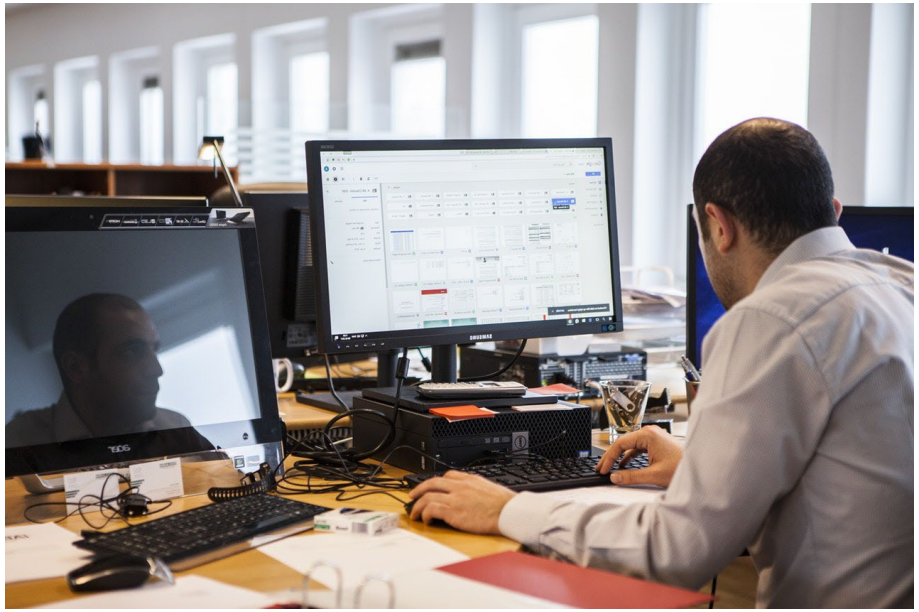
Application Developers:

"Any software engineer who wishes to build software that is used by others will end up doing plenty of writing."

"Once somebody hits a minimum threshold of technical skill to hold a job in the industry, ***about 80% of their ability to succeed in Software Development is determined by their communication and people skills****, not their technical abilities."*



McCormick, Ben. "The Importance of Writing for Software Developers." www.benmccormick.org/2019/03/01/190000.html.

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Application Developers:

*"Here are [the] types of **writing that I've done daily or weekly** for the last decade:*

1. *Writing Bug **Reports***
2. *Writing comments in my code and **technical documentation** to help others and my future self understand what was done*
3. *Writing **reviews** of other developers' code to help our team improve and coordinate on best practices*
4. *Answering questions from less technical employees or clients, **often through email**"*

McCormick, Ben. "The Importance of Writing for Software Developers." www.benmccormick.org/2019/03/01/190000.html.

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Cybersecurity Professionals:

*"To be successful in cybersecurity . . . **skills in writing are crucial** when dealing with reports, emails, or other written content. They ensure you correctly state your findings and communicate everything clearly to your peers or supervisors."*

*"As a [cybersecurity] analyst, you may need to **communicate technical concepts** to individuals without a technical background, such as executives or legal teams. You may also be asked to write incident reports, where **you'll have to document what you did in a concise and clear manner.**"*

From <https://bau.edu/blog/cyber-security-skills/>

From <https://www.coursera.org/articles/cybersecurity-analyst-skills>

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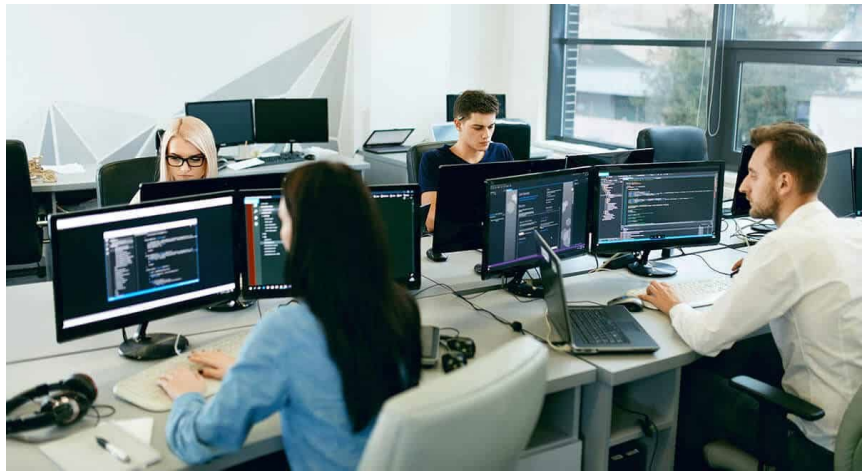
Technical Support Professionals:

*"**Documentation skills are a must in this industry.** The ability to document and explain issues easily is extremely important and valuable because you're not just solving issues for one person, you're solving them for everybody who runs into those problems. [You'll need to] explain a problem and solution so others can understand your solution."*

"Strong writing skills are useful for preparing instructions and email responses for employees and customers, as well as for real-time web chat interactions."



From <https://www.fool.com/the-ascent/small-business/it-management/articles/help-desk-skills/>

From <https://collegegrad.com/careers/computer-support-specialists>

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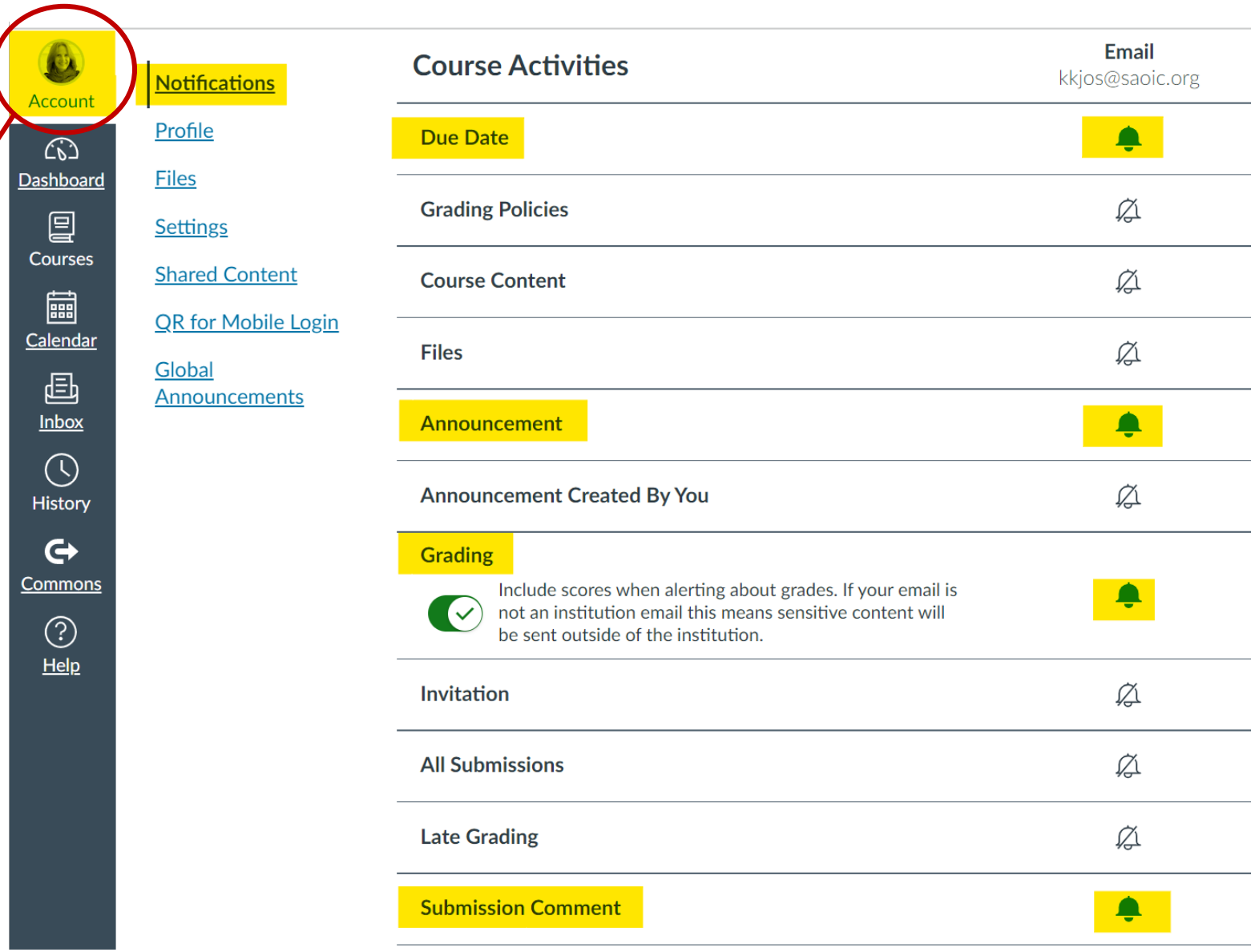
How to Get Important Notifications from Canvas:

1. **Click on Account**
2. **Click on Notifications**
3. **Notify Immediately:**
   - **Due Date**
   - **Announcement**
   - **Grading**
   - **Submission Comment**



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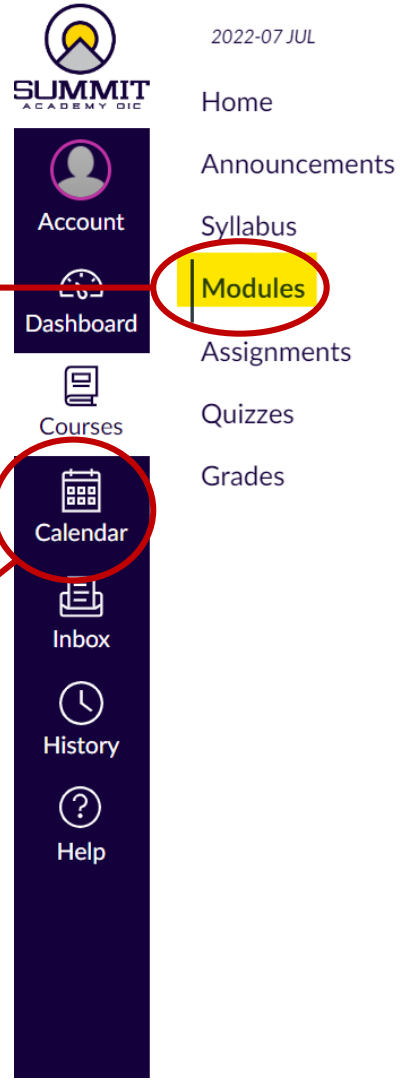
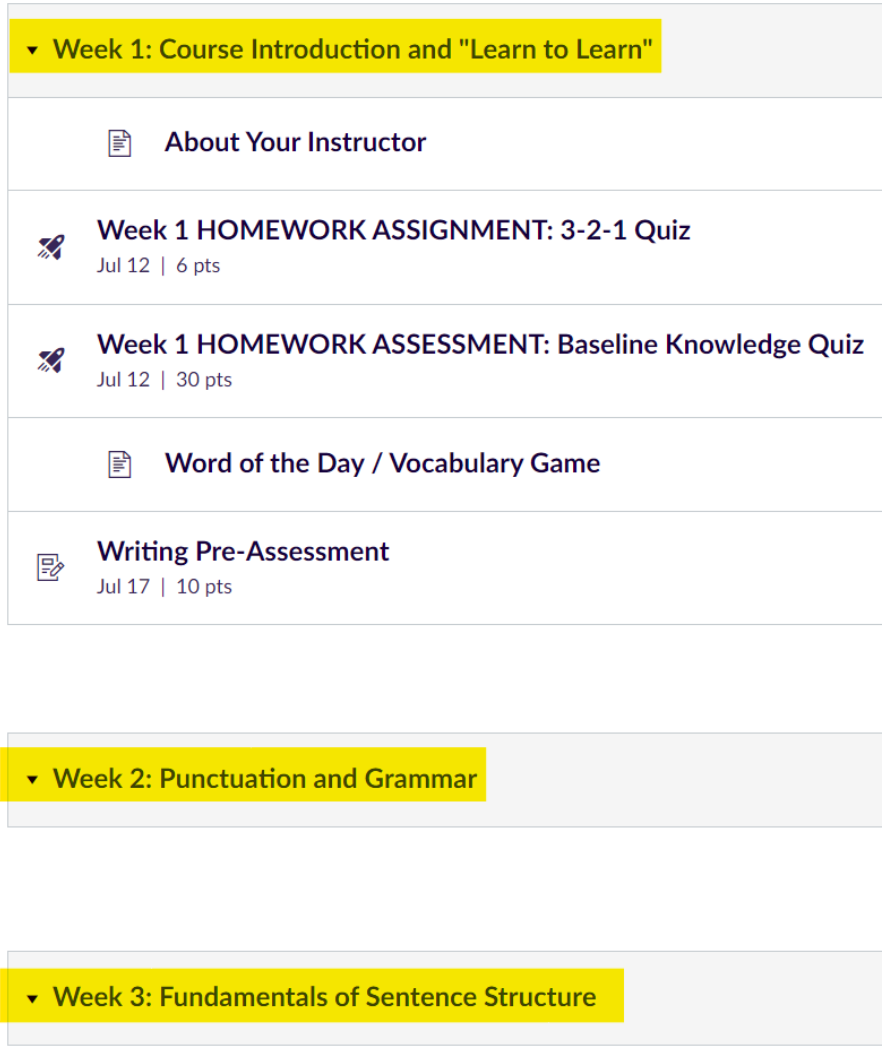
Each week's content can be found under the Modules tab.

New information (such as each day's PowerPoint lectures) are added during the week.

Click on the calendar to see assignment due dates





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Students may miss no more than 20% of their scheduled course time.
Once a student's absent minutes exceed their 20% allowance, they will be **terminated from the program**.

For online attendance, students must have their cameras turned on and pointed at their face to be considered **"present."**

Students must also actively engage in learning activities by:

- Completing in-class writing exercises
- Contributing to lectures and discussions
- Participating during in-class practice activities

Absences are recorded in <u>5-minute increments</u>, so it is important to arrive on time and stay until class is dismissed.

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In lieu of meeting together as a class, Thursdays are designated as an asynchronous learning day. *"Asynchronous"* means students learn without an instructor present.

You will find the day's assignment (usually a video to watch and a quiz to take) posted in that week's module.

We still take attendance on asynchronous learning days. **Students who have completed that day's assignment by 10:00 p.m. will be considered present for that day's attendance.**

Students who have not completed the assignment by 10:00 p.m. will be marked absent.

See the Announcements tab for more information.

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