

English 463

Business Writing

Instructor: Gerald Jackson
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Classroom: Gambrell 130
Times: TR 8:30 -9:45am
Office Hours: 10:30am - 12:00pm TR or by appointment

Introduction

English 463: Business Writing develops skills necessary for writing and communicating in technical, professional, and entrepreneurial fields. As a requirement for many business and engineering majors, English 463 will focus on the composition of a variety of texts conducive to thinking about generalized and specialized audiences, genre consideration, and media invention.

Learning Outcomes

Throughout this course, students will practice writing in a variety of genres and media with a focus on the following criteria:

- Effective written communication in professional environments, including communication with colleagues, peers, and clients/customers.
- Strategic decision-making based on considerations of audience, media, and genre.
- Production of general professional documents such as white papers, memos, resumes, and cover letters.
- Creation and cultivation of professional online presence through management and research of blogs, websites, and social media accounts.
- Consideration of the ethical and moral implications of professional writing and professional interaction more broadly.

Assessment and Grading

Course Grading will follow a 10-point scale:

100% - 90% = A

89% - 80% = B

79% - 70% = C

69% - 60% = D

59% or lower = F

Course assessment will include the grading of official assignments, participation in class, and the quality of work done as part of group projects throughout the semester. I round up to the nearest percentage, but not to the nearest grade (89.5 is an A, 89.4 is a B).

Points and Assignments

Resume and Cover Letter	50pts
Professional Definition	100pts
Online Presence	50pts
White Paper: Researched Proposal	100pts
Lit Review Ignite Presentation	50pts
Midterm Exam	50pts
In-Class Writing	100pts
Participation	150pts
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Total:	650pts

Class Conduct and Behavior

Attendance: The University's policy for attendance for a 2-day per week (TR) course is 3 allowed absences. Following the third absence recorded, I will dock the absent student 1 letter grade from their final total. This means that 6 absences results in a guaranteed F for the course. Any absences after 3, however, severely hamper a student's ability to do well in this course. *There are no excused absences* per University policy, without official notice from Student Affairs, so use them wisely.

Plagiarism: Students caught plagiarizing other student work (whether procured online, from a friend, or from work from another class) will automatically receive a 0 for the assignment, and will also be reported to Academic Affairs. This typically results in suspension, if not expulsion. So don't do it.

Class Participation and Courtesy: This is a DISCLAIMER: This course requires participation. Participation in class discussions, readings, and conferences. Engagement with your peers, your instructor, the material and your writing are musts. As such, I include a partici-

pation grade. Students who do not speak in class, text in class, sleep in class, are disruptive or belligerent in class, never speak to me about their work, and those who generally are unwilling to participate in any way will have their grade affected.

Submission Requirements: All assignments *will be turned in following the manner outlined on the assignment sheet for that particular assignment. No Exceptions.* Furthermore, all assignments will be formatted to standard APA guidelines unless otherwise noted by the instructor. As a handbook on APA formatting, I base by assessment on the OWL at Purdue website, at <https://owl.english.purdue.edu/owl/resource/747/01/>.

Disability Services The University of South Carolina provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should: (1) Register with and provide documentation to the Office of Student Disability Services in LeConte College Room 112A, and (2) Discuss with me the type of academic or physical accommodations you need. Please do this as soon as possible, as I am unable to provide accommodations without the proper documentation.

The Writing Center The Writing Center is a facility where experienced writing tutors help students with their writing assignments. The job of these tutors is not to edit or proofread papers; their job is to help students with writing strategies, such as organization, coherence, and style. I strongly encourage you to visit the Writing Center as often as possible to get additional help on your writing assignments. The Writing Center is located in Byrnes 703 (corner of College and Sumter, at the open end of the Horseshoe). You can also make appointment online at: <http://artsandsciences.sc.edu/write/university-writing-center>.

Materials:

Books:

Walter E. Oliu, Charles T. Brusaw, Gerald J. Alred. *Writing That Works*, 11th ed. Available in the bookstore.

Kelly Kordes Anton and John Cruise. *Adobe InDesign CC 2015 Classroom in a Book*. Available in the bookstore.

Software:

A Dropbox Account. This is required for the submission of assignments.

Adobe InDesign, provided by the university and available in Mac Lab 001.

Word Processing Software that can save files in .docx AND .pdf format. *You must be able to save in PDF format.*

A Wix account, which we will walk through together when sign-up is required.

Tentative Course Outline:

The weekly coverage might change as it depends on the progress of the class. However, you must keep up with the reading assignments.

	<ul style="list-style-type: none">• 1/12: Syllabus Overview, Introductions, Expectations. What is "Professional Writing?"
Week 1	<ul style="list-style-type: none">• 1/14: Computer Lab Reading: <i>InDesign</i> Chapter 1 Introduction to Lab Space, InDesign, and some Software Basics <hr/>
	<ul style="list-style-type: none">• 1/19: Reading: <i>WtW</i> Chapter 16 Applications, Resumes, and Cover Letters. Targeting employers, and maintaining professional presence. Assigning: Resume and Cover Letter.
Week 2	<ul style="list-style-type: none">• 1/21: Reading: <i>WtW</i> Chapter 1 Expert Knowledge: Writing for general audiences. Correspondence and Communication with layperson audiences. Cultivating audience awareness and appeals. Last Day to Drop Without a W Assigning: Professional Description. <hr/>
	<ul style="list-style-type: none">• 1/26: Computer Lab. Reading: <i>InDesign</i> Chapters 2& 3 Introduction to Document Design
Week 3	<ul style="list-style-type: none">• 1/28: Computer Lab. Reading: <i>InDesign</i> Chapter 4 Introduction to Document Design <hr/>
	<ul style="list-style-type: none">• 2/2: Reading: <i>WtW</i> Chapter 8. Introduction to Business Correspondence.
Week 4	<ul style="list-style-type: none">• 2/4: Reading: <i>WtW</i> Chapter 9 Definition Workshop: Jargon and Effectiveness. Correspondence Simulator: Responding to Client Requests. Resume and Cover Letter Due <hr/>
	<ul style="list-style-type: none">• 2/9: Reading: Katz, "The Ethic of Expediency." Ethics and Professional Writing. The Power of Language.
Week 5	<ul style="list-style-type: none">• 2/11: Reading: Ward, "The Banality of Rhetoric? (Part 2)". Conversations about Language, Persuasion, and Others. Description Due

	<ul style="list-style-type: none"> • 2/16: Reading: Miller, "Genre as a Social Action." Thinking about Genre, Medium, and Audience.
Week 6	<ul style="list-style-type: none"> • 2/18: Computer Lab Reading: <i>InDesign</i> Chapter 5 & 7 Typography and Structure.
Week 7	<ul style="list-style-type: none"> • 2/23: Peer Review: Descriptions. • 2/25: Cancelled: Conference Travel.
Week 8	<ul style="list-style-type: none"> • 3/1: Peer Review: Resumes. • 3/3: Cancelled: Conference Travel.
Week 9	<ul style="list-style-type: none"> • 3/8: Spring Break. • 3/10: Spring Break.
Week 10	<ul style="list-style-type: none"> • 3/15: Reading: Lay, "What We Can Learn from Gender Studies." Collaboration and Publishing. Assigning: Online Presence Assignment • 3/17: Reading: <i>WtW</i> Chapter 5 Collaborative Workshop. Assigning: Researched Proposal.
Week 11	<ul style="list-style-type: none"> • 3/22: Reading: Player, "Gender Equality: Why Women are Still Held Back." Representation and Professionalism in professional situations. • 3/24: Reading: Ban, "Minding Their Business." Representation and Multiculturalism in professional situations. Assigning: Literature Review Presentations.

Week 12	<ul style="list-style-type: none"> • 3/29: Reading: <i>WtW</i> Chapter 6. Research and Sourcing in Professional Writing.
	<ul style="list-style-type: none"> • 3/31: Reading: <i>WtW</i> Chapters 2 & 3. Writing and Organization. Preparing your proposal as a persuasive document with research and rhetorical appeals.
Week 13	<hr/> <ul style="list-style-type: none"> • 4/5: Computer Lab. Reading: <i>WtW</i> Chapter 7. Visuals and Document Design. Lit Review Presentations.
	<ul style="list-style-type: none"> • 4/7: Computer Lab. Reading: <i>InDesign</i> Chapter 10. Lit Review Presentations. Online Presence Assignment Due.
Week 14	<hr/> <ul style="list-style-type: none"> • 11/16: Peer Review: Literature Reviews. Lit Review Presentations.
	<ul style="list-style-type: none"> • 11/18: Peer Review: Proposal Abstracts. Lit Review Presentations.
Week 15	<hr/> <ul style="list-style-type: none"> • 4/12: Computer Lab. Proposal Workspace. Lit Review Presentations.
	<ul style="list-style-type: none"> • 4/14: Computer Lab. Proposal Workspace. Lit Review Presentations.
Week 16	<hr/> <ul style="list-style-type: none"> • 4/19: Reading: Charman-Anderson, "How to Tell if You Are a Professional Writer." Proposals Due.
	<ul style="list-style-type: none"> • 4/21: Final Day of Class. Course Evaluations and Reflections. <hr/>