Course Contact Info

Dr. Julie Gates
Office: Academic O39D
Office Hours: TTh 12PM to 3:30PM

Spring 2018
ENG 3352, Business Communications
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Course Description

Study of and practice in the skills and knowledge needed to communicate effectively in today’s business environment. Prerequisite: One sophomore literature course.

Course Objectives and Outcomes

• Objective #1: Develop skills in expressing yourself orally and in writing.
• Objective #2: Learn fundamental principles, generalizations, or theories of business communication.
• Objective #3: Developing specific skills, competencies, and points of view needed by business communicators.

Assignments

Section 1: 5% E-Mail Assignment
Section 2: 15% Job Application Materials
Section 3: 10% Multicultural Collaborative Powerpoint
Section 4: 10% Proposal
Section 5: 15% Investigative Report
Section 6: 15% Recommendation Report
Section 7: 10% Presentation of Recommendation Report
10% Quizzes
5% Workshops
5% Final Exam
100% Total

**To receive optimum credit for your assignments, you are required to participate in all online discussions and workshops I instruct you to take part in.

Materials for this Class

• A computer with an Internet connection, MS Office 2010, Adobe Acrobat Reader, and email access.
• File Storage (e.g. flash drive, external hard drive, J: drive, email, etc...)

**I will provide all reading materials, resources, assignment instructions, tutorials, and lecture presentations in Blackboard at the beginning of every week.

Email Policy

I will only check my emails during regular business hours. To insure that I reply quickly to student emails, I expect the following:
Grading Policy

Grades on assignments will be determined according to the following criteria:

• A (90-99%) The document is superior. It exceeds all the objectives of the assignment. The information is ethical, sophisticated, thorough, and ideally suited for the audience. The style is clear and appropriate to the subject, purpose, and audience. The organization and design of the document make the information understandable, accessible, and usable. The mechanics and grammar are correct.

• B (80-89%) The document is good. It meets the objectives of the assignment, but requires minor improvements or reveals easily correctable errors in organization, style, design, grammar, or mechanics.

• C (70-79%) The document is adequate. It omits useful information or requires significant improvement in organization, style, design, grammar, or mechanics. It may be formally correct but superficial in its discussion.

• D (60-69%) The document is disappointing. It meets some of the objectives of the assignment but ignores others; the discussion is inadequately developed, omits important information, or displays numerous or major errors in organization, style, design, grammar, or mechanics.

• F (0-59%) The document is unsatisfactory. It omits critical information, does something other than the assignment required, or displays major or excessive errors in organization, style, design, grammar, or mechanics.

Response Time – All major assignments are usually graded within two weeks of submission (or prior to the next major assignment).

Late Penalties – Assignments (both major assignments and homework assignments) will be assessed a penalty of 10% if turned in after the submission time and 10% more for each additional day late. This includes weekends and holidays.

Plagiarism Policy

Plagiarism is using someone else's words, ideas, or images and not giving them credit through the use of an accepted citation style. In essence, it is the academic form of "shoplifting." The way to avoid plagiarism is to cite the information properly, using a citation style such as MLA or APA. Because this class will ask for students to turn in non-traditional assignments, it is likely that the rules for citation will be blurred. See me if you have even the slightest doubt about what is correct and appropriate. If you are unfamiliar with how to cite sources on traditional assignments, then you have a number of options:

• See [http://www.angelo.edu/forms/pdf/honorcode5.pdf](http://www.angelo.edu/forms/pdf/honorcode5.pdf)

• Contact me

• Visit the ASU Writing Center for Instruction

• Purchase an MLA or APA Handbook

• Use online resources such as Purdue's Website on MLA Guidelines

• Read a detailed explanation of Plagiarism
What happens if you are caught plagiarizing?

You will receive an automatic "0" on the assignment with an opportunity to revise for half-credit. We will sit down in my office, discuss the rules of citation, and make sure that it won't happen again. If you are caught plagiarizing a second time, you will fail the course, and I will inform the department head, academic dean, and the Executive Director of Student Life for potential further disciplinary action.

Accommodations

Any student with a disability who may require special arrangements to meet course requirements must present to me the appropriate documentation as soon as possible. There is no requirement that accommodations be made prior to completion of this standard university procedure. Contact Student Life Office, Room 112 University Center for more information.

Tentative Schedule

Week 1:
- Introducing the Course and its Concepts and Introducing Ourselves
- Business Letter Diagnostic; Grammar, Punctuation, Style, Design, and Rhetoric; First Assignment

Week 2:
- Memos vs. Email Conventions
- Resume Conventions

Week 3:
- Letter Conventions
- Principles of Rhetoric and Persuasion

Week 4:
- Workshop on Letter and Resume
- Multiculturalism

Week 5:
- Discussion of Ethics
- Negative Messages

Week 6:
- Workshop on Memo
- Conventions of Proposals

Week 7:
- Principles of Effective Writing
- Workshop on Proposal

Week 8:
- Conventions of Investigative Reports
- Brainstorming for Topics

Week 9:
- Principles of Research
- Principles of Citations; Avoiding Plagiarism

Week 10:
- Principles of Document Design
- Workshop on Investigative Report

Week 11:
- Principles of Recommendation Reports
- Revision Process

Week 12:
Presentation Conventions

Workshop on Presentation and Recommendation Report

Week 13-14:
Upload Presentations and provide feedback to classmates

Week 15:
Final Exam Review

Week 16: Final Exam