

## Business Communication

Description	<p>WR 321: Business Communication provides practice in writing and analyzing the major genres of internal and external messages common to business, industry, and professions. Prerequisites for the course are the completion of the UO general writing requirement and junior standing. Prerequisites: Completion of the University Writing Requirement and upper-division standing.</p>	
Objectives	<ol style="list-style-type: none"> <li>1. Write documents that are relevant to the purpose and context in which they are written and appropriate for the audience to which they are addressed.</li> <li>2. Write documents that proceed logically and connect ideas effectively, according to genre, purpose and context.</li> <li>3. Produce written work that displays adherence to the conventions of its context (academic or professional), including control of grammar, spelling, word usage, syntax, and punctuation; use of appropriate tone, style, and diction; uses appropriate formatting, media, design, and documentation of sources.</li> <li>4. Effectively revise the content and organization of messages both by reevaluating the reasoning and context of the message and responding to critiques from peers and instructors.</li> </ol>	
Texts	<p><b>Required:</b> Bovée, Courtland, and John Thill, eds. <i>Business Communication Essentials: A Skills-Based Approach to Vital Business English</i>. 5th edition. Boston: Prentice, 2012.</p> <p><b>Regular access to CANVAS</b></p> <p><b>Recommended:</b> Bullock, Richard, Michal Brody, and Francine Weinberg. <i>The Little Duck Handbook</i>. 2nd ed. New York: Norton, 2014. OR Bullock, Richard, Michal Brody, and Francine Weinberg. <i>The Little Seagull Handbook</i>. New York: Norton, 2011. OR Hacker, Diana. <i>Rules for Writers</i>. 6th ed. Boston: Bedford, 2008.</p>	
Grading	<p>10% Quizzes          10% Participation and Peer Review          5% Personal brand journal          5% Annotated Job postings          10% Routine and Positive Message</p>	<p>10% Negative Message          10% Persuasive Message          15% Resume and Cover Letter          5% Oral Presentation          20% Final formal report</p>

## Assignments

Participation

Punctual, regular attendance is a requirement for this class. Your regular attendance is vital to your success and to the success of the class as a whole. Class discussion and group work play a major role in the practice, composition, and analysis of assignments. For full participation credit, come prepared to participate each class with your textbook and either hardcopies of your assignments or your computer for workshop days.

Writing

All readings and in-class assignments are due by the beginning of the class indicated on the course schedule. All canvas assignments are due at noon on the day assigned. Every written assignment, especially workshop writing, should include a planning step and reflect your best work. Instructions and grading rubrics for each assignment are available on canvas.

Quizzes

Quizzes: All quizzes are due on canvas at noon on the day assigned. They invite your observations and critical analysis of the assigned reading.

Presentation

During Week 10 you will deliver an oral presentation based on your formal report. Your presentation should be about 10 minutes. Your oral presentation must include at least one visual aid. If your visual aid takes an electronic form (such as a PowerPoint, Prezi, or video), please let me know well in advance so that we may secure the necessary equipment for the day of your presentation. You must attend class on the day of your scheduled presentation. No make-ups will be allowed.

## Policies

### Electronics

Use of phones, tablets, and computers can serve important educational purposes in our classroom. You are always welcome to bring them to class for writing workshops, reading discussion, and notetaking. Inappropriate use of electronics in class could affect your participation grade.

### Technology

Computer crashes, canvas anomalies, and other technological challenges are a common conundrum for college students. Backup all your work, copy and paste canvas writing into a separate document that can be emailed prior to the due date, review the course site and email me in advance with any questions or concerns.

### Inclusion

If you have a documented disability and anticipate needing accommodations in this course, please arrange to meet with me as soon as possible, and request that an AEC Advisor send a letter outlining your approved accommodations. Accessible Education Center: [uoaec@uoregon.edu](mailto:uoaec@uoregon.edu), (541) 346-1155, <http://aec.uoregon.edu>.

### Safe Learning Environments

The UO is committed to providing an environment free of all forms of prohibited discrimination and sexual harassment, including sexual assault, domestic and dating violence and gender-based stalking. Any UO employee who becomes aware that such behavior is occurring can report that information to the Office of Affirmative Action and Equal Opportunity: (<http://aaeo.uoregon.edu/>). *The University Health Center and University Counseling and Testing Center provide assistance to and have a greater ability to work confidentially with students.*

### Academic Honesty

Please review the University policy regarding academic honesty (in *Schedule of Classes*), which will be strictly enforced in this class. Plagiarism or cheating could result in failing grades.

### Late Work & Incompletes

No late assignments will be accepted (unless you've made arrangements with me well in advance of the due date). The grade Incomplete is given only because of circumstances beyond a student's control and when those circumstances can be documented. The Director of Composition must approve all requests for an Incomplete.

## Schedule

		Class activity	Assignments
1	M 1-4	Syllabus and Intro	
	W 1-6		Chapter 3 Quiz
	F 1-8	Personal brand: goals	
2	M 1-11	Writing survey	
	W 1-13		Chapters 4 Quiz
	F 1-14	Personal brand: strengths Practice interview	
<i>No class: MLK jr day</i>			
3	M 1-18		
	W 1-20	Job search practice	Chapter 5 Quiz
	F 1-22	Personal brand: career paths Practice interview	Annotated job postings
4	M 1-25	Global to local reviewing	
	W 1-27	Routine and Positive Message workshop	Chapter 7 Quiz *Routine and Positive Message due in class
	F 1-29	Personal brand: writing style	Final Routine and Positive Message
5	M 2-1	Grammar and tone	
	W 2-3	Negative Message workshop	Chapter 8 Quiz *Negative Message due in class
	F 2-5	Personal brand: Practice interviews	Final Negative Message
6	M 2-8	Clarity and specificity	
	W 2-10	Persuasive Message workshop	Chapter 9 Quiz Persuasive Message due in class
	F 2-12	Personal brand: practice interviews	Final Persuasive Message
7	M 2-15	Topic sentences and strong verbs	
	W 2-17	Resume and Cover Letter workshop	Chapter 13 Quiz Resume and Cover Letter due in class
	F 2-19	Personal brand:	Final Resume and Cover Letter
8	M 2-22	Writing proposals	
	W 2-24	Proposal workshop	Chapter 10 & 11 Quiz Proposal due in class
	F 2-26	Personal brand: revising plans	Revised proposal due in class
9	M 2-29	Visual analysis practice	
	W 3-2	Powerpoint practice	Chapter 12 Quiz
	F 3-4	Formal report peer review	Draft of formal report materials Personal brand journal
10	M 3-7	Presentations	
	W 3-9	Presentations	
	F 3-11	Presentations	
Finals	W 3-16	Final formal report due on canvas by noon ( <i>no class meeting</i> )	