

## WR 321 *Business Writing: Winter 2019*

MWF (CRN 26627), 251 Straub

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<b>Office:</b>	236 PLC	<b>Phone:</b>	541.346.0056
<b>Hours:</b>	M 2-3; WF 12-1 & by appointment		

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**Your ongoing enrollment in this course indicates that you have read this syllabus and accept its requirements and expectations.**

### **Course Description:**

This course introduces writing in the business field, covering a variety of forms, styles, and purposes. The weekly writing and reading assignments include proposals, memos, analyses, letters, and a formal report. The course emphasizes an awareness of audience and purpose in the preparation and production of business documents

### **Learning Outcomes**

Upon completion of this course, students should be able to achieve the following outcomes:

- Produce written work that is relevant to the purpose and context in which they are written and appropriate for the audience to which they are addressed.
- Produce written work that proceeds logically and connects ideas effectively, according to genre, purpose, and context.
- Produce written work that displays adherence to the conventions of its context (academic or professional), including
  - control of grammar, spelling, diction, syntax, and punctuation;
  - use of appropriate tone, style, and diction; and
  - appropriate formatting, media, design, and documentation of sources.
- Revise the content and organization of written work by reevaluating the reasoning and the context of the document and by responding to critiques from peers and instructors.

### **Required Texts:**

Bovée, Courtland, and John Thill, eds. *Business Communication Essentials: A Skills-Based Approach to Vital Business English*. 7<sup>th</sup> edition. Pearson, 2016.

**Assignments & Grading:**

Resume & Cover Letter	15%
Follow-up Letter	5%
Informal Memo	10%
Group Project, Negative Letter	10%
Graphic Analysis	10%
Collection Letter	5%
Project Proposal	10%
Presentation	10%
Formal Report	20%
Other Homework/Participation	5%

All versions must be handed in on the dates specified to receive full credit for each assignment. Assignments are turned in to Tina via Canvas.

**Grading Scale:**

97-100	A+	73-76	C
93-96	A	70-72	C-
90-92	A-	67-69	D+
87-89	B+	63-66	D
83-86	B	60-62	D-
80-82	B-	59 or below	F
77-79	C+		

**In order to pass the course, you must complete all versions of each assignment (including peer reviews and presentations)**

**COURSE POLICIES**

**Registration**            The only way to add this class is through DuckWeb. The last day to add this or any writing class is the Friday of week one.

**Attendance and Contributions**

Attendance is mandatory. You are allowed THREE absences but are responsible for anything missed during that class session and for making sure work is turned in on time, *even if the work is due on the day you are absent*. If you are absent beyond THREE class sessions, your final grade will be reduced by ONE THIRD of a letter grade for each absence (an A becomes an A-, a B- a C+, etc.). **FIVE ABSENCES WILL RESULT IN AUTOMATIC FAILURE.**

Punctuality is also mandatory. Class begins promptly at 1:00. I will take attendance at the

beginning of each class. If you are late, it is your responsibility to see me after class and verify that your attendance accurately reflects a late mark versus an absence. If you are late for more than THREE class sessions, the FOURTH late arrival will be considered an absence, and every late arrival after that will be considered an absence.

Class attendance means more than being physically present in the classroom. It requires that you pay attention and contribute to class proceedings. This class emphasizes the communication of ideas both in writing and in discussion, so your active participation is essential. You will have reading and/or writing assignments due for nearly every class session to prepare you to participate fully in class activities, which may include discussions, in-class writing, small group work, and presentations. Anything less than full and informed involvement in all of these activities can count against your course grade.

To this end, you can ensure that you are prepared to attend class by

- Reading the assigned texts carefully in advance of class
- Bringing the assigned texts to class
- Contributing valuable comments to class discussion and participating in class activities.

If you are worried about speaking up in class, see me early in the term.

### **Observance of Religious Holidays**

Students who observe their religious holidays at times when academic requirements conflict with those observances must inform instructors in advance of the holiday. Students are responsible for making up missed work according to a schedule determined with the instructor.

### **Late Work**

All assignments are due on the date and by the time indicated by me in class, on Canvas, or on the attached schedule. If you are unable to submit an assignment when it is due, you should make prior arrangements with me before class. Prior arrangement means a written (emailed) agreement with me before the assignment is due. Every day an assignment is late, it will be marked down one third of a letter-grade.

### **Technical Difficulties**

These things happen. However, technical difficulties are not an excuse for failing to produce your assigned work on time. Back up your files. There are computer labs all over campus; make use of them if you experience difficulties with your computer, printer, or internet access.

### **Electronics**

**Turn off cell phones and music during class. You may not use a laptop in class unless directed to do so by the instructor. Laptop exceptions will be made for those with applicable documentation from the Accessible Education Center. If you are otherwise using any electronic device, I will ask you to leave class and will count you absent for that day.**

## Access

The University of Oregon is working to create inclusive learning environments. Please notify me in week one if there are aspects of the instruction or design of this course that result in disability related barriers to your participation. You may also wish to contact the Accessible Education Center in 164 Oregon Hall at 541.346.1155 or [uoaec@uoregon.edu](mailto:uoaec@uoregon.edu).

## Incompletes

Please see me if circumstances arise that make it difficult for you to complete the course. All requests for the grade “Incomplete” must be approved in advance and are granted only when coursework has been satisfactory and some minor but essential work cannot be completed due to unavoidable circumstances beyond the student’s control.

## Academic Honesty

All work submitted in this course must be your own and be written exclusively for this course, which means you may not submit papers or portions of papers you have written for any other course. The use of sources (ideas, quotations, paraphrases) must be properly documented. Please consult our textbooks and the library’s guides to citation for information on documenting and using sources and to identifying and avoiding plagiarism. In cases where plagiarism has been clearly established, the award of an F for the final course is the standard practice of the Composition Program. Please see me if you have any questions about your use of sources. See also the *Code of Student Conduct* on the Office of Student Conduct and Community Standards website.

**Formatting/Submissions** You will be submitting your work via Canvas.

All written work must be typed and formatted according to the assignment’s particular instructions. **When not specified**, double-space, use 12-point *Times New Roman* font and one-inch margins. Include the following information on upper left corner of the first page:

Your Name WR 320 Tina Boscha Description of the assignment (Literature Review, Annotated Bibliography, etc.) Word count Date due  Your original title for the assignment (centered)
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Insert your last name and page numbers in the header on subsequent pages of each document (Name 2, etc.). Generally, use MLA format for quoting and citing sources. If you have grammar questions or

documentation concerns, ask in class and/or consult Purdue's Online Writing Lab.

### **Sexual and Gender-Based Violence**

Students who are victims of sexual violence: if you wish to speak to someone confidentially, you can call 541.346.SAFE to be connected to a confidential counselor to discuss your options. You can also visit the SAFE website at <http://safe.uoregon.edu/>. Any student who has experienced sexual assault, relationship violence, stalking, and/or sexual harassment is encouraged to seek help by contacting Renae DeSautel, Sexual Violence Response and Support Services Coordinator, [desautel@uoregon.edu](mailto:desautel@uoregon.edu). She will keep your information confidential. In addition, the UO Ombudsperson, Brett Harris 541.346.6400 or [ombuds@uoregon.edu](mailto:ombuds@uoregon.edu)), can provide assistance. You can also contact any pastor, priest, imam, or other member of the clergy. All of these people, including all UO faculty members, have an obligation not to reveal your name or other specific information without your permission, although faculty members do have to provide "general information" (nothing that identifies anyone) that will help us create a safer campus.

### 321 Schedule of Assignments

Subject to change – changes will be posted on Canvas and emailed

Week	Date	Writing Due	Reading Due	In Class
1 M	1/7			Introductions, syllabus
1 W	1/9	Bring to class an example of business writing – (print or digital – just make sure we can easily access it)	Chapters 1&2	What is business writing, anyway? Discussion and review
1 F	1/11	Two paragraphs (submit via Canvas); “Diagnostic Test of English Skills (423-25); “Assessment of English Skills” (425)	“Prologue” (xxxvii-xliv)	Clarity, Grammar, Usage Review
2 M	1/14		Chapters 5 & 13	Resumes & Cover Letter Assignment introduced; workshop
2 W	1/16	<b>Draft</b> , Cover Letter		Peer Review – bring TWO copies to class
2 F	1/18	<b>Draft</b> , Resume		Peer Review – bring TWO copies to class
3 M	1/21	NO CLASS	MLK observed	NO CLASS
3 W	1/23	In progress cover letter & resume	Bring a copy to class	Mechanics & grammar; revision workshop
3 F	1/25	<b>FINAL: Cover letter &amp; resume</b>	Chapters 3 & 4	Follow-up Letter – draft in class
4 M	1/28	<b>Follow-up Letter Due</b>	Chapter 7	“You” Messages
4 W	1/30		Chapter 6	Informal Memo Assignment, “You” Messages
4 F	2/1	<b>Draft</b> , Informal Memo		Peer review

5 M	2/4	<b>Final, Informal Memo</b>	Chapters 10, 11 Appendix B	Introduction to Final Project: Formal Report & Presentation
5 W	2/6		Review Ch 10	Proposal Assignment & Workshop
5 F	2/8	<b>Draft, Proposal</b>		Peer review
6 M	2/11	<b>Final Draft, Proposal</b>	Chapter 8	Negative Letters (group): assignment introduced
6 W	2/13			Midterm reflection; group work time/peer review
6 F	2/15	<b>Final Draft, Negative Letter</b>	Chapter 9	Persuasive situations, collection letters
7 M	2/18	<b>Draft, Collection Letter</b>	Bring two copies to class	Peer review
7 W	2/20	<b>Final Draft, Collection Letter</b>	TBD	Graphic Analysis: Assignment Introduced
7 F	2/22	<b>Draft, Graphic Analysis</b>		Peer review
8 M	2/25	<b>Final, Graphic Analysis</b>	Chapter 12	Presentation Workshop and Practice!
8 W	2/27	No class – work on your Formal Reports!		Open office hours
8 F	3/1	<b>Half-draft</b> of Formal Report		Peer review
9 M	3/4			Project Presentations
9 W	3/6			Project Presentations
9 F	3/8			Project Presentations
10 U	3/11			Project Presentations
10 H	3/13			Project Presentations
10 F	3/15			Project Presentations

**Final Version of Formal Report due by 5 pm Tuesday, March 19 via Canvas**