

BUSINESS COMMUNICATION

WR 321
CRN: 17027
Fall 2019
TR 12:00-1:20
192 Anstett Hall

Instructor: Dr. Corbett Upton
Office: 375 PLC
Hours: W 11:00am-3:00pm
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Course Description: 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.

Course Objectives:

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.
 2. Write documents that proceed logically and connect ideas effectively, according to genre, purpose and context.
 3. Produce written work that displays adherence to the conventions of its context (academic or professional).
 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.
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Required Texts (UO Bookstore):

Bovée, Courtland, and John Thill, eds. *Business Communication Essentials: A Skills-Based Approach to Vital Business English*. 7th edition. Pearson, 2016. (BCE)

Regular access to Canvas

Assignments and Grading:

Participation & Quizzes	10%
Persuasive Assignment	10%
Résumé Assignment	10%
Application Letter Assignment	10%
Routine Assignment	10%
Negative Assignment	10%
Informal Report	10%
Oral Report	10%
Formal Report	20%

Grading Scheme

A+ (97%-100%), A (94%-96%), A- (90%-93%),
B+ (87%-89%), B (84%-86%), B- (80%-83%),
C+ (77%-79%), C (74%-76%), C- (70%-73%),
D+ (68%-69%), D (65%-67%), D- (60%-64%),
F 59% or below

Attendance and 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. You must be prepared to discuss the reading assignment on the day that it is due. Read the assigned texts closely, share your ideas and ask questions of your peers and your instructor.

Assignments:

Reading Assignments: All **readings** are due by the beginning of the class indicated on the course schedule attached to this syllabus. You are responsible for printing all Canvas readings and bringing them to class on the days they are due. Failure to bring the appropriate texts to class on the assigned days will affect your participation grade.

Quizzes: All quizzes are due by the beginning of class indicated on the course schedule attached to this syllabus. All quizzes will be completed online, using the course Canvas site. The quiz will be open for 24 hours and will automatically close at the beginning of class time.

Writing Assignments: All **writing** assignments are due at the beginning of class on the due date listed in the course schedule attached to this syllabus. I am happy to help you in advance of the due date on any assignment. All written work will be graded for form as well as content, so be sure to get help with your writing (including grammar) in plenty of time if you need it. This class is writing intensive and you are expected to write at your best and use writing assignments to demonstrate and improve your writing skills.

Presentation: During Weeks nine and 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), it is your responsibility to 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:

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.

Academic Integrity: 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 refer to the Composition Program's Policies and Procedures Manual as well as the Student Conduct Code on the Office of Student Conduct and Community Standards website. In cases where academic misconduct has been clearly established, the award of up to an F for the final course grade is the standard practice of the Composition Program. Please see me if you have any questions about your use of sources.

Use of Electronic Devices: Cell-phone use during class is prohibited. Turn off cell phones and music during class. Laptops and tablets for note taking are permitted. Students using laptops and tablets must sit in the front of the lecture hall or next to the instructor during discussions. Texting or surfing the web during class time is distracting and disrespectful to your instructor and your classmates. Students who violate this policy will be asked to leave lecture or marked as "absent (unexcused)" for the class in question; final grades will be negatively impacted.

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.

Broken Printers & Computer Crashes: These things happen. However, you should always back up your files. If your computer crashes and you are unable to produce a copy of your work before the beginning of class, your paper will be late. If your printer breaks and you are unable to produce a copy of your work before the beginning of class, e-mail it to me. Do not submit it via attachment; simply paste it into the body of the e-mail. This will not take the place of a hard copy. You must produce a hard copy and deliver it to my office no later than the next day. Remember, your e-mailed paper must arrive before the beginning of class or it will be considered late.

Course Schedule:

Note: All writing and reading assignments are due on the day listed. This schedule is subject to change.

Week 1: Introduction to the Three-Step Writing Process for Business Messages and Building Your Personal Brand

- T 10/1 Course Introduction
- R 10/3 **Read:** “Prologue” (xxxvii-xliv); Appendix C, “Correction Symbols” (419-21)
Complete: “Diagnostic Test of English Skills (423-25); “Assessment of English Skills” (425)
In-class: Career Self-Assessment, Table 1 (xli); Building Your Personal Brand; Clarity, Grammar, Usage Review

Week 2: The Three-Step Writing Process Continued

- T 10/8 **Read:** Ch. 1: “Understanding Business Communication in Today’s Workplace” (3-27; 28-29); Ch. 3: “Planning Business Messages” (59-76)
In-class: Building Your Personal Brand
- R 10/10 **Read:** Ch. 4: “Writing Business Messages” (81-99; 100); Chapter 5: “Completing Business Messages” (107-21);
DUE: Quiz #1
In-class: Distribute and discuss *Persuasive Message Assignment*; Clarity, Grammar, Usage Review

Week 3: Persuasive Messages, Networking, Employment Messages, and the Job Search

- T 10/15 **Read:** Ch. 9: “Writing Persuasive Messages” (211-27)
DUE: Quiz #2
In-class: Building Your Personal Brand; *Peer Review: Persuasive Message*
- R 10/17 **Read:** Ch. 13: “Building Careers and Writing Résumés” (339-61)
DUE: Persuasive Assignment
In-class: Distribute and discuss Cover Letter Assignment; discuss Networking assignments; Clarity, Grammar, Usage Review

Week 4: Persuasive Messages, Networking, Employment Messages, and the Job Search

- T 10/22 **Read:** Ch. 14: “Applying and Interviewing for Employment” (367-89)
DUE: Quiz #3; Networking
In-class: *Peer Review: Cover Letter*; Building Your Personal Brand
- R 10/24 **Read:** Ch. 14 continued
DUE: Cover Letter
In-class: Distribute and discuss Résumé Assignment; Clarity, Grammar, Usage Review

Week 5: Brief Business Messages

- T 10/29 **Read:** Ch. 6: “Crafting Messages for Electronic Media” (129-52)
DUE: Networking
In-class: *Peer Review: Résumé*; Building Your Personal Brand; Networking
- R 10/31 **Read:** Ch. 7: “Writing Routine and Positive Messages” (161-75).
DUE: Résumé Assignment; Quiz #4
In-class: Distribute and discuss Routine Message Assignment; Clarity, Grammar, Usage Review

Week 6: Brief Messages continued

- T 11/5 **Read:** Ch. 8: “Writing Negative Messages” (183-202)
DUE: Quiz #5; Networking
In-class: *Peer Review: Routine Message*; Distribute and Discuss Negative Message Assignment; Building Your Personal Brand

R 11/7 **Read:** Ch. 8: “Writing Negative Messages” (183-202)
DUE: Routine Message Assignment
In-class: Distribute and Discuss Negative Message Assignment; Clarity, Grammar, Usage Review

Week 7: Reports and Proposals

T 11/12 **Read:** Ch. 10: “Understanding and Planning Reports and Proposals” (237-55)
DUE: Networking
In-class: *Peer Review: Negative Message*; Building Your Personal Brand

R 11/14 **Read:** Ch. 11: “Writing and Completing Reports and Proposals” (263-300)
DUE: Negative Message Assignment; Quiz #6
In-class: Distribute and discuss Informal Report Assignment; Clarity, Grammar, Usage Review

***Note: November 17 is the last day to drop a class (mark of ‘W’) or change the grading option to P/NP.**

Week 8: Oral and Online Presentations

T 11/19 **Read:** Ch. 12: “Developing Oral and Online Presentations” (309-32)
DUE: Networking
In-class: *Peer Review: Informal Report*; Building Your Personal Brand; Networking

R 11/21 **Read:** Ch. 12 continued
DUE: Informal Report; Quiz #7
In-class: Distribute and discuss Oral Report Assignment and Formal Report Assignment;
Clarity, Grammar, Usage Review

Week 9: Student Presentations and Evaluations

T 11/26 **Presentations**

R 11/28 **Fall break; no classes.**

Week 10: Student Presentations and Evaluations Continued

T 12/3 **Presentations**

R 12/5 **Presentations**

Finals Week

Tuesday 12/10 Due: Formal Report (hard copy) in 375 PLC by 12:00pm.

Essay Checklist

The following list is meant to assist you in formatting your essays to my specifications. Failure to comply with these specifications will result in lost points from your final grade for that essay.

Your essay must be:

- 1) Typed and of the appropriate length for the assignment
- 2) Double Spaced with one-inch margins
- 3) Stapled
- 4) In *Times* or *Times New Roman* 12-point font
- 5) Upper left corner of 1st page:
 - a) Name
 - b) Dr. Upton
 - c) WR 321
 - d) Assignment Description
- 6) Last name and page number in upper right corner of following pages (e.g. Your Last Name 4)
- 7) Proofread and spell-check