

WR 321 BUSINESS COMMUNICATION

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CRN: 26971
TR 1-2:20
45 Columbia
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Course Description

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.

Textbooks

All required and recommended textbooks are free as Open Education Resources (OERs). Links to OERs can be found on the Canvas course site (Canvas>Modules> Course Readings). You may print out or read the textbook online. Read the textbook in a format that can be highlighted and annotated. Bring a hard copy or e-copy of the Required Textbook to class *every class session*. Failure to bring the appropriate texts to class on the assigned days will affect your engagement grade.

Required text:

Business Communication for Success: <https://open.lib.umn.edu/businesscommunication/>

Recommended text:

Ramsey, Chauna. *Conventions 101: A Functional Approach to Teaching (and Assessing!) Grammar and Punctuation*: <https://openoregon.pressbooks.pub/conventions101/>

Any other assigned text is available on the Canvas course site.

Assignments and Grading:

Attendance: 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. You are allowed two class absences with no penalty. Any absences after two can result in a lowered course grade. Any absence after four can result in course failure.

Engagement: The work we complete together in class will 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. Engagement comes in many forms beyond speaking in a large group. For example, being prepared, actively listening, and participating in small groups, dyads and free-writes are all forms of engagement. You will be assessed on your overall engagement in the course.

Reading Assignments: All readings are due by the beginning of the class indicated on the course schedule attached to this syllabus.

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. Be sure to pay attention to the number of copies; often you will be bringing more

than one. Also be sure to pay attention to *how* it is handed it. Some assignments are due on Canvas, some in class, and some both. 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.

All written work should be:

1. Typed and of the appropriate length for the assignment
2. Double spaced with standard MS Word margins
3. Stapled and with page numbers
4. In Times or Times New Roman 12-point font
5. Upper left corner of 1st page:
 - a. Name
 - b. Gershow
 - c. WR 321
6. Assignment Title
7. Proofread and spell-checked

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.

Engagement	10%	Informal Memo	10%	Oral Report	10%
Resume	10%	Negative Letter	5%	Formal Report	20%
Cover Letter	10%	Collection Letter	10%		
Follow-up letter	5%	Graphics Analysis	10%		

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.

Electronics use: You likely will use a laptop or mobile device in most classes for OER access. I can see each one of you, and you can see each other. This is a good thing. I expect everyone to be respectful of me and of your classmates, which means actively taking part in the discourse of the class, even when you are not speaking. There is a whole array of activities that would preclude you being present in body and mind, and those include texting, emailing, posting to Instagram, tweeting, surfing the web, etc. Please do not take part in these activities during these 80 minutes together. I reserve the right to check your laptops or mobile devices to be sure you are using it as an aid and not a distraction.

Late Work & Incompletes: No late assignments will be accepted (unless you've made arrangements with me 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.

Tentative Schedule of Assignments

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

Writing Assignments: All are due by the start of class period. Pay attention to **where** assignments are due and **how many copies**.

Reading Assignments: **BCS** refers to *Business Communication for Success*; **Canvas** refers to additional readings

Week	Date	Writing Due	Reading Due	In Class
1 T	1/7			Intro, syllabus, grammar conventions pre-test
1 R	1/9	Two paragraphs (via Canvas); Bring an example of business writing to class, print or digital. Be sure we can all easily access it.	4.2 How is Writing Learned? (BCS) 4.3 Good Writing (BCS) 4.4 Style in Written Communication (BCS)	What is business writing anyway?
2 T	1/14		5.2 A Planning Checklist for Business Messages (BCS) 9.5 Resume (BCS) How to Write a Cover Letter, <i>Harvard Business Review</i> (Canvas)	Resumes & Cover Letter assignment introduced; workshop
2 R	1/16	Draft Cover Letter (2 copies to class and 1 to Canvas) Draft Resume (2 copies to class and 1 to Canvas)	9.2 Memorandum and Letters , p 259-262 ONLY (BCS)	Peer Review
3 T	1/21	In progress Cover Letter & Resume – bring hard copy or electronic copy to class	7.1 General Revision Points to Consider 7.2 Specific Revision Points to Consider 7.3 Style Revisions	Mechanics & grammar; revision workshop (bring laptop)
3 R	1/23	Final: Cover Letter & Resume (to Canvas)		Follow up letters – drafting in class (bring laptop)
4 T	1/28	Follow Up Letter (to Canvas)	9.1 Text, Email and Netiquette (BCS) 9.2 Memorandum and Letters, p 256-259 ONLY (BCS)	Informal memo draft (bring laptop)
4 R	1/30	Draft Informal memo (2 copies to class, 1 to Canvas)		Peer review
5 T	2/4	Final: Informal memo (to Canvas)	9.4 Report (BCS)	Introduction to Final Project: Formal Report and Presentation
5 R	2/6	Draft Proposal (2 copies to	10.1 Before You Choose a	Peer Review

		class, 1 to Canvas)	Topic (BCS) 10.2 Choosing a Topic (BCS) 10.3 Finding Resources (BCS)	Midterm Reflection
6 T	2/11	Final: Proposal (to Canvas)		Negative Letters introduced: group assignment
6 R	2/13	Final: Negative Letter (to Canvas)		Collection letters, introduced
7 T	2/18	Draft: Collection Letter (2 copies to class, 1 to Canvas)	Ch 12: Organizational and Outlines (BCS)	Peer review Intro to Project Presentations
7 R	2/20	Final: Collection Letter (to Canvas)	Excerpt: Technical Writing, Visual Design (Canvas) Excerpt: Technical Communication, Page Design (Canvas)	Graphics Analysis Workshop
8 T	2/25	Graphics Analysis (to Canvas) Draft: Presentation Outline (to copies to class only)		Practice Presentation Outline: small groups
8 R	2/27	Half-draft: Formal Report (2 copies to class, 1 to Canvas)		Peer review
9 T	3/3			Project Presentations
9 R	3/5			Project Presentations
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10 T	3/10			Project Presentations
10 R	3/12			Project Presentations
Finals Week	3/17	Final Report due Tuesday March 17 by 5pm via Canvas		