

# English 304: Business/ Professional Writing

Section W01, Fall 2014, CRN 201408

MWF, 10:30-11.20 a.m., G18 Colson

Instructor: Bhushan Aryal

E-mail: baryal@mix.wvu.edu

Office: 332 Colson

Office Hours: Wednesday 1:30-3:30 p.m. & by appointment

Phone: 304-293-3107 (Messages Only)

## REQUIRED TEXT

Kolin, Philip C. *Successful Writing at Work*, 10<sup>th</sup> ed. Wadsworth: Boston, 2013. Print.

## Overview:

English 304 is designed to help you become competent and effective professional writers and communicators. Due to the importance of collaboration in most professional settings, the course includes multiple forms of group works, from peer review and in-class teamwork to a final collaborative project.

## COURSE GOALS:

- Apply strategies for analyzing professional writing contexts, including audiences, purposes for writing, and organizational cultures
- Compose and design documents, including memos, employment documents, and reports that meet the needs of a diverse audience and accomplish persuasive goals
- Construct and synthesize arguments both collaboratively and individually that demonstrate knowledge of rhetorical principles and that appeal to multi-faceted audiences
- Conduct research and analyze data that can be used to support arguments. Demonstrate proper methods of documentation and the ability to comprehend and evaluate ethical responsibilities and potential dilemmas associated with writing and research.
- Know and apply composition methods and document design strategies for different media including print and electronic forms. Ability to synthesize this knowledge in order to create effective graphics for print, electronic, and presentation formats

## 304 GRADE BREAKDOWNS:

(See eCampus for detail information.)

1. Individual Portfolio [50%]
  - Introductory Email
  - The Employment Project
  - The Correspondence Project
  - The Website Analysis Project
  - Final Reflective Memo
2. The Proposal and Presentation Project (PPP) [30%]
3. General Job (class) Performance [20%]

## POLICIES AND PROCEDURES

- **Attendance (including policy on lateness and conference attendance)** you must attend class. We know that personal situations and required university events may, on a rare occasion, make it impossible for you to be in class. For these reasons you are allowed 3 absences. The fourth absence will compromise your grade as much as one full letter. Students who miss 6 classes will fail the course.
- **Cheating/Plagiarism:** Integrity is of upmost importance in ENGL 304. Students are expected to be familiar with the section on Academic Honesty in the University Student Code, Policy Bulletin 31, available at: <http://studentlife.wvu.edu/studentconductcode.html>. If you have any questions, please speak with me.
- **Computers and Cell Phones:** You are welcome to bring laptop computers and other electronic devices that support your educational endeavors into the classroom. If, at any time, these devices become a distraction to me or other members of the class you will be asked to put them away.
- **Students with Disabilities:** If you have a documented learning disability, a serious hearing or vision problem, or any other special need that might affect your performance and participation in class, please be sure to inform me. Also, please be aware of the support services available to you through the Office of Accessibility Services in Suite 250 at 1085 VanVoorhis Rd (beside Applebee's and across from the Mountaineer Station transportation center). The phone number is 304-293-6700, and email is [access2@mail.wvu.edu](mailto:access2@mail.wvu.edu). Access the website at <http://accessibilityservices.wvu.edu/>.
- **Writing Center:** The WVU Writing Center is a resource that can support you in all aspects of the writing process. It is located in G02 Colson Hall.
- **University Counseling Services:** The Carruth Center provides resources to help manage stress, improve relationships, make healthy lifestyle choices, and face new challenges and transitions. The Center is in the newly constructed Health and Education Building, 390 Birch Street, located on the Evansdale campus adjacent to the Student Recreation Center. Its website is <http://well.wvu.edu/ccpps>, and its phone number (answered 24 hours) is 304-293-4431.

**Schedule of Work**  
(Subject to change according to class needs.)

<b>MONDAY</b>	<b>WEDNESDAY</b>	<b>FRIDAY</b>
Aug 18  Class Activities: -- Introduction to the course and colleagues  ( Purchase Textbook )	Aug 20  Professional Writing: Audience, Purpose, Message , Style and Tone  Reading: SWW Chapter 1( 4-34)  <b>Due Today: Introductory            email</b>	Aug 22  Start Employment Project; Find 3 Job Prospects  Reading: SWW (254-260)  <b>Due Today:</b>
Aug 25  Class Activities: Resume  Reading: SWW (272-297)  <b>Due Today: Details on 3            job prospects</b>	Aug 27  Class Activities: Cover Letters  Reading: SWW (298-316)  <b>Due Today:</b> Work on resume	Aug 29  Managing Online Professional Image  Reading: SWW (261-272)  <b>Due Today: Work on Cover            letter</b>
Sept 01  <b>NO CLASS –            Labor Day Holiday</b>	Sept 03  Class Activities: Peer review of Employment Documents (bring 2 copies)  <b>Due Today: Employment            documents drafts</b>	Sept 05 Conference on Employment Project (Colson 332)  (No Class in classroom because of conferences)  <b>Due Today:</b> Meet by appointment in my office
Sept 08 Start Correspondence Project  <b>Due Today: EMPLOYMENT            DOCUMENTS FINAL FOR            NOW</b>	Sept 10  Correspondence Genres  Reading: SWW (132-152)  <b>Due Today:</b>	Sept 12 Direct/ Indirect approaches  Reading: SWW (167-205) <b>Due Today:</b>
Sept 15 Peer review of Correspondence Documents	Sept 17 Conference on Correspondence Project (332)	Sept 19  Progress reports in the work

<p><b>Due Today: Correspondence Document drafts (2 copies)</b></p>	<p>Colson) (No regular class in classroom)</p> <p><b>Due Today:</b> Conference in 332 Colson</p>	<p>place; Write midterm progress report memo in class</p> <p><b>Due Today: CORESSPONDNECE PROJECT FINAL FOR NOW</b> Homework:</p>
<p>Sept 22 Begin Website Analysis Project (WAP Information Architecture memo assigned)</p> <p>Reading: SWW Chapter11</p> <p><b>Due Today: : Midterm Progress Report Memo</b></p>	<p>Sept 24 Document design and websites: Organizing Information Visually (WAP assigned)</p> <p>Reading : SWW Chapter 11 ( 517-535)</p> <p><b>Due Today:</b> Choose website for analysis</p>	<p>Sept 26 Writing for and designing Websites</p> <p>Reading SWW 536-550</p> <p><b>Due Today: WAP Information Memo</b></p>
<p>Sept 29 Basics of Website design</p> <p><b>Due Today eCampus discussion post on Website Design</b></p>	<p>Oct 01 Peer view of WAP</p> <p><b>Due Today:</b> Website Analysis Draft (bring 2 copies)</p>	<p>Oct 03 <b>Conference on WAP in 332 Colson (No regular Class)</b></p>
<p>Oct 06</p> <p>Start Proposal and Presentation Project (PPP).</p> <p>Choose partners and brainstorm PPP ideas with partners</p> <p><b>Due Today: WAP Final for Now</b></p>	<p>Oct 08</p> <p>Characteristics and types of Proposals</p> <p>Reading: SWW Chapter 13</p>	<p>Oct 10 Practical and Ethical Research in the workplace</p> <p>Reading: SWW Chapter 8</p> <p><b>Due Today: PPP post on eCampus Discussion Board</b></p>
<p>Oct 13</p> <p><b>NO CLASS – Mid-Term Break</b></p>	<p>Oct 15 Research Documentation in the Workplace</p> <p>Reading: SSW Chapter 8</p> <p><b>Due Today:</b> Homework:</p>	<p>Oct 17 Conference on P3 (332 Colson)</p> <p><b>Due Today: PPP Proposal</b></p>
<p>Oct 20</p>	<p>Oct 22</p>	<p>Oct 24</p>

<p>Class Activities: Summarizing information at Work</p> <p>Reading: SWW Chapter 9 (423-444)</p>	<p>Class Activities: Collaborative Writing and Meeting</p> <p>Reading: SSW Chapter 3</p>	<p>Comparing Proposals and Reports; Features of the formal long Report</p> <p>Reading: SWW Chapter 15</p>
<p>Oct 27 Proposal Writing: Abstract and front matter</p> <p><b>Due Today: Work on PPP</b></p>	<p>Oct 29 Proposal Writing: the body Class Activities: <b>Due Today:</b> Homework: Work on PPP</p>	<p>Oct 31 Proposal Writing: back matter Class Activities: <b>Due Today:</b> Homework: Work on PPP</p>
<p>Nov 03 Citation and grammar</p> <p>Homework:</p>	<p>Nov 05 Time to work on PPP with partners in class</p>	<p>Nov 07 Time to work on PPP with partners in class</p>
<p>Nov 10 Successful Oral Presentations at Work</p> <p>Reading: SWW Chapter 16</p>	<p>Nov 12 Effective PowerPoint Presentation</p> <p>Reading: article on PowerPoint Presentation (located in the eCampus)</p>	<p>Nov 14 Time to work on PowerPoint Presentation in Class</p>
<p>Nov 17 Time to work on PowerPoint presentation with partners in class</p>	<p>Nov 19 Time to work on PPP rhetorical analysis in class</p>	<p>Nov 20 Time to polish and rehearse presentation in class</p>
<p>Nov 24 <b>NO CLASS – Fall Break</b></p>	<p>Nov 26 <b>NO CLASS – Fall Break</b></p>	<p>Nov 28 <b>NO CLASS – Fall Break</b></p>
<p>Dec 01 Student Presentations</p>	<p>Dec 03 Student Presentations</p>	<p>Dec 05 Student Presentations</p>
<p>Dec 08 Course Conclusion</p> <p><b>Due Today: Final Portfolio</b></p>		<p>Friday: Portfolio pick-up</p>