



# ENGL. 2311.002-Technical and Business Writing (F2F)

Course Syllabus: Spring 2020

*“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”*

**Instructor: Mandy Smith**

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	1:30-4:30	1:30-4:30	4:00-5:00	1:30-4:30		Email anytime

*This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.*

*Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.*

### Course Description:

3 credit hours.

Lecture/Lab/Clinical: Three hours of class each week.

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice individual and collaborative processes involved in the creation of ethical and efficient documents.

### Prerequisite(s):

None

### Student Learning Outcomes:

Upon successful completion of this course, students will:

1. Recognize, analyze, and accommodate diverse audiences.
2. Produce documents appropriate to audience, purpose, and genre.
3. Analyze the ethical responsibilities involved in technical communication.
4. Locate, evaluate, and incorporate pertinent information.
5. Develop verbal, visual, and multimedia materials as necessary, in individual and/or collaborative projects, as appropriate.
6. Edit for appropriate style, including attention to word choice, sentence structure, punctuation, and spelling.
7. Design and test documents for easy reading and navigation.

### Evaluation/Grading Policy:

Your assignments will be evaluated using the following point values:

Process Analysis Essay	100 Points
Project Proposal	100 Points
Business Plan	100 Points
Memo Assignment	100 Points
Job Description Assignment	100 points
Peer Review Assignments (2 @ 50 points each)	100 points

Business Letter Assignment	100 Points
Marketing Plan Assignment	100 Points
Resume Writing Assignment	100 Points
Final in-class writing assignment	100 points
Final Report	200 Points
Oral/visual presentation of final project including drawings, photographs, charts and/or graphs.	200 Points

Total 1400 Points

Assignments will be graded within two weeks of receipt or before your next assignment is due. Your essays will be graded holistically based on the scoring rubric. (See the evaluation criteria (rubric) for writing assignments at the end of the syllabus.)

**Required Instructional Materials:**

*Excellence in Business Communication* 12th Edition. Editors: John V. Thill & Courtland L. Bovée

**Publisher:** Pearson, New Jersey: 2017

**ISBN Number:** 978-0-13-431905-6

The textbook is required and provides essential information for successful completion of this course. You can purchase your textbook at the NTCC College Store.

**Optional Instructional Materials:**

None

**Minimum Technology Requirements:**

You will need access to a computer to complete the writing assignments for this class. You will be typing your assignments and submitting the assignments through Blackboard.

**Required Computer Literacy Skills:**

Blackboard Learning Management System, Microsoft Word processing, average email usage

**Course Structure and Overview:**

This technical and business writing course is designed to help students develop the analytical and writing skills that are needed in a professional setting. The class will also include reading assignments that challenge students to examine an assortment of reading and visual material offered in the textbook and through online sources. Overall, the goal of this course is to help students grow as both thinkers and writers. Higher order skills acquired in thinking and writing help students process a variety of information in a rapidly changing world. In the process, students will begin to take a more disciplined approach to writing with a diverse audience in mind.

**Writing Assignments:**

Please follow these instructions when writing your papers:

- Writing assignments must be typed.
- Use Times New Roman 12 pt. font.
- Double-space
- Pay close attention to spelling, grammar, and punctuation.
- Due dates for writing and reading assignments will be assigned during class and will also be noted in the class calendar.
- Rough drafts should be printed and brought to class for a peer review session on the due date. WEPA printing cards can be purchased in the NTCC bookstore. WEPA printers are located in the SUB and in the Learning Commons (library).
- Final draft assignments will be submitted through a Blackboard Turninit assignment link on the due date.

- **Late assignments are only accepted at the instructor's discretion. Emergency situations will be handled on an individual basis.**

#### Reading Assignments:

Students are expected to read all assigned material before coming to class. You will be expected to respond to reading assignments orally during class discussions.

**Communications:** Office hours are listed on the top of the front page of this syllabus. I have also listed my cell phone. I do accept calls and text messages on my cell. Emails will be answered within 24 hours. Please note that NTCC email is the official form of communication used by the college.

#### **Institutional/Course Policy:**

To complete this course successfully, you should do the following:

- Read all of the textbook assignments
- Participate actively and meaningfully in all group discussions
- Prepare and submit all writing assignments on time
- Attend class regularly

Always remember to bring your textbook, paper and writing utensil to each class. You will not be successful in this class without the appropriate materials. Please don't engage in casual conversations during our lecture, discussion and group times or while we are working on other assignments. I reserve the right to act as necessary to maintain a productive class environment, including asking disruptive students to leave, and in extreme circumstances, dropping chronic disruptors from my course. I will not tolerate uncivil behavior toward other class members during class discussions. Please do not use cell phones, tablets or computers during class unless the device is being used as a part of the classwork. Please inform me at the beginning of the semester if you plan to use a digital copy of the textbook. See the evaluation criteria (rubric) for writing assignments at the end of the syllabus.

#### Attendance policy:

Attendance will be taken either orally or by a sign-in sheet. If you come to class late, it is your responsibility to make sure that the instructor counts you in attendance for that day. **Students who miss more than five class periods will be subject to failure in this course.**

#### Course Evaluations:

Toward the end of the course you will be asked to complete an online course evaluation. Students are encouraged to fill out an online evaluation for each of their courses. This will be your opportunity to share important feedback on each of the courses you take at NTCC and the faculty member who teaches the class. Please watch for info about the evaluation on your NTCC email account and make sure you participate in evaluating your experiences in the classroom.

#### Withdrawal policy:

It is your responsibility to drop or withdraw from a course. Failure to do so could result in receiving a failing grade for the course.

#### **NTCC Academic Honesty/Ethics Statement:**

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

**ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

**Family Educational Rights and Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

**Tentative Course Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):**

Technical and Business Writing– ENGL. 2311.002  
Assignment Calendar Spring 2020

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|--------|--|
| Week 1 | Welcome to the class-introductory writing assignment<br>Course and Syllabus review<br>Read chapter 1 "Professional Communication in a Digital, Social, Mobile World"                                   |
| Week 2 | <b>Begin working on Process Analysis Essay</b><br>Research ideas for project assignment  |
| Week 3 | Read chapter 4 "Planning Business Messages"<br><b>Peer review process analysis essay in-class</b><br><b>Submit final draft of process analysis essay to Turnitin assignment</b><br>Choose project idea |
| Week 4 | Read pages 340-341 on creating a business plan<br><b>Submit project proposal to Blackboard assignment</b><br><b>Begin working on business plan</b>   |
| Week 5 | Read chapter 5 "Writing Business Messages"<br>Continue working on business plan  |
| Week 6 | Begin working on memo assignment<br>Begin working on job description assignment<br><b>Submit business plan assignment to Blackboard</b>  |

Week 7 **Submit memo assignment to Blackboard**  
**Submit job description assignment to Blackboard**  
**Begin working on marketing plan**

Week 8 Read pages 548-556 on writing business letters  
Begin working on letter writing assignment

### **Spring Break**

Week 9 **Submit marketing plan assignment to Blackboard**  
Read Chapter 11 “Planning Reports and Proposals”  
Begin working on Final Report project

Week 10 **Submit letter writing assignment to Blackboard**  
Read pages 485 to 501 on planning and creating a resume  
**Begin working on resume assignment**

Week 11 Continue working on final report  
**Begin working on oral presentation of final report**

Week 12 **Submit resume assignment to Blackboard**

Week 13 **Peer review final report rough draft (in class)**  
Begin final report presentations

Week 14 Continue final report presentations

Week 15 Continue final report presentations  
**Submit final report to Blackboard**

Week 16 Final in-class writing assignment

## Appendix A

### EVALUATION CRITERIA FOR WRITING ASSIGNMENTS

Grade	Criteria
90-100	The writing provides a well-organized response to the topic and maintains a central focus. The ideas are expressed in appropriate language. A sense of pattern of development is present from beginning to end. The writer supports assertions with explanation or illustration, and the vocabulary is well suited to an academic paper. Sentences and phrasings within sentences reflect a command of standard written English, including what constitutes a complete sentence. Grammar, punctuation, and spelling are almost always correct.
80-89	The writing provides an organized response to the topic. The ideas are expressed in clear language most of the time. The writer develops ideas and generally signals relationships within and between the paragraphs. The writer uses vocabulary that is appropriate for the topic and avoids oversimplifications or distortions. Sentences generally are complete and also grammatically correct, although some grammatical errors may be present when sentence structure is particularly complex. With few exceptions, punctuation, and spelling are correct.
70-79	The writing shows a basic understanding of the demands of essay organization, although there might be occasional digressions. The development of ideas is sometimes incomplete or superficial, but basic logical structure can be discerned. Vocabulary generally is appropriate for the topic but at times is oversimplified. Sentences reflect a sufficient command of standard written English to ensure reasonable clarity of expression. Sentence fragments, fusions, and comma splices may be present. Grammar is usually, although not always, correct. Common words are spelled correctly but more difficult words may be misspelled.
60-69	The writing provides a response to the topic but generally has no overall pattern of organization or begins with a response to the topic but does not develop the response. Some paragraphs have adequate structure, but ideas are often undeveloped or are repeated and/or seem to be presented randomly. The writer generally does not signal relationships within and between paragraphs. The writer uses informal language frequently and writes in a conversational style when appropriate academic prose is needed. Vocabulary seems limited and words may be misused. Sentences are often simplistic and lacking in variety. Sentence phrasing obscures rather than enhances clarity of expression. The writing has recurrent grammatical problems or has occasional problems <i>only</i> because of the narrow range of sentence and language variety. Fragments, fusions, and comma splices are common. Punctuation, and spelling errors occur often.
Below 50	The writing suffers from general incoherence and has no discernible pattern of organization. It displays a high frequency of error in the regular features of standard written English. Lapses in punctuation, spelling, and grammar often frustrate the reader. Or, the writing is so brief that any reasonably accurate judgment of the writer's competence is impossible.