



English 2311.088 Technical & Business Writing Course Syllabus, Fall 2017

“Northeast Texas Community College exists to provide responsible, exemplary learning opportunities.”

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	Monday	Tuesday	Wednesday	Thursday	Friday	Online
						Monday 1:00 – 2:00 p.m.

The information contained in this syllabus is subject to change without notice. Students are expected to be aware of any additional course policies presented by the instructor during the course.

Course Description: ENGL 2311 Technical Communications: 3 credit hours; 3 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, email messages, letters, and descriptions of products and services. Practice individual and collaborative processes involved in the creation of ethical and efficient documents.

Class Description: This course provides a foundation of the various business communication formats, including letters, memos, electronic communication, written reports, oral presentations, and interpersonal communication. The course also includes other business items such as résumés, application letters, interviewing tips, and employment follow-up documents.

Required Textbook(s):

Thill and Bovève. *Excellence in Business Communication*. 12th ed.

Publisher: New York: Pearson, 2016.

ISBN Number: ISBN (13): 978-0-13-431905-6.

Recommended Readings:

Grammar handbook of your choice.

Required Materials: Appropriate note-taking materials; loose leaf notebook paper; large manila envelope for research journal.

Computer Requirements: You must have access to a computer to take this course. Your computer needs to have Windows XP SP3 or later or MAC OS X10.3 or higher. You will need Office 2003 or higher, or OpenOffice 2013. You will also need broadband internet access. If you do not have access to a computer with the minimum computer requirements, I strongly suggest that you reconsider taking this course.

Student Learning Outcomes: Upon successful completion of this course, students will:

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

Course Objectives: Your goals in this course lie a few years down the road, when you will need this type of writing in your chosen profession. The course is a building block to provide you with a foundation for technical writing.

Lectures and Discussions: This course involves a great deal of material, not all of which will be addressed in classroom lectures or discussions. Instead, lectures, discussions, assignments, and quizzes will build upon and apply lesson concepts rather than simply restating them. Consequently, your successful completion of the course depends on your attentive reading and viewing of all preparatory lesson materials before class each week.

Evaluation/Grading: Your course grade will be calculated using the following weighted categories:

Assignments	25%
Discussions	25%
Quizzes	25%

Course Level Assessment

- APA Formatting Exercise (10% of CLA)
- CLA PowerPoint Presentation (30% of CLA)
- CLA Final Report (60% of CLA)

	<u>25%</u>
Total.....	100%

Assignments: This course is organized into Lesson units. Each Lesson is presented in its own folder contained within the Course Lessons folder on our Blackboard Homepage. Each Lesson folder contains the links necessary for all submissions the lesson requires. This includes Assignments, Discussions, and Quizzes. All submissions **MUST** be made using these Blackboard links. **ONLY IF** a problem arises with Blackboard, your instructor will coordinate an alternative method of submission. **DO NOT** email submissions without prior authorization. Assignments submitted after the due date will incur a 10% penalty **PER DAY**. No assignments submitted more than 4 days late will receive credit.

Discussions: Discussions consist of two parts, your original post in response to discussion questions presented in the prompt, and your responses to at least 2 of your peers' posts. Unless otherwise noted, your original post is worth 50% of the available points and your responses are worth 50% (25% each) of the available points. To receive full credit, your original post must address the prompt questions thoroughly but directly, using standard academic English, and your responses must go beyond simply agreeing or disagreeing with your peers. They must add substantively to the critical content of the discussion. **Because students rarely revisit a discussion forum once it is complete and because of the interactive nature of discussions, late submissions are not allowed to any Discussion forum.**

Quizzes: All quizzes will be administered online through Blackboard. Each quiz will be open for a minimum of 48 hours (noted on your Course Schedule and in each Lesson Schedule) unless extenuating circumstances arise. All material covered in class, in your assigned readings, or in any supplemental material I assign may appear on these quizzes. You **MAY NOT** make up any quizzes you miss.

Grammar Lab: This course contains a Grammar Lab unit with developmental materials and quizzes focused on some of the grammar concepts that students most frequently need help with. You should view all developmental materials in a unit (videos, etc.) before attempting the unit quiz. The quizzes are set to allow 2 attempts. The Grammar Lab is self-paced, but **you MUST complete all grammar quizzes 1 week before classes end.**

Course Level Assessment: Your course level assessment consists of 3 assignments, an APA Formatting Exercise, a PowerPoint Presentation (Business/Gen Ed students) or Public Information Campaign document (Allied Health Students), and a Formal Report. In total, the CLA is worth 25% of your course grade. The Formal report counts as your Final Exam, is worth 60% of the CLA portion of your grade (15% of your total course grade) and will be assessed using the following rubric:

Course Level Assessment Formal Report Rubric

Criteria/Weight	Does Not Meet Expectations (1 – 3 points)	Meets Expectations (4 – 7 points)	Exceeds Expectations (8 – 10 points)	Score
Information Content (20%)	Information is not on topic or is unfocused; data is not relevant or sufficient to meet a clearly identifiable purpose.	Information is generally on topic; data is mostly relevant and sufficient to meet a clearly identifiable purpose.	Information is directly on topic; data is very relevant and sufficient to meet a clearly identifiable purpose.	(score X 2.0)
Structure (15%)	Paragraphs are poorly organized; use of sections is illogical and hinders document navigation.	Paragraphs are usually well-organized; use of sections is logical and generally allows easy navigation of the document.	All paragraphs are well-organized; use of sections is logical and allows easy navigation through the document.	(score x 1.5)
Graphics (10%)	Graphical documents, sketches, maps, etc. are of poor quality and fail to support the text.	Graphical documents, sketches, maps, etc. are of good quality and adequately support the text.	All graphical documents, sketches, maps, etc. are creative, professional and strongly support the text.	(score x 1.0)
Figures and Tables (15%)	Figures and tables are not clearly or logically identified and fail to support the text.	Some figures and tables are clearly and logically identified and adequately support the text.	All figures and tables are clearly and logically identified and strongly support the text.	(score x 1.5)
Formatting (15%)	Document is formatted poorly and lacks required parts such as cover page, index, list of figures, etc.	Formatting of the document is generally consistent and adequate, and includes all required parts.	Formatting of the document is professional and includes all required parts.	(score x 1.5)
Mechanics (10%)	Sentences are poorly written; there are numerous errors in word choice, spelling, grammar, and punctuation	Sentences are generally well-written; there are few errors in word choice, spelling, grammar, and punctuation.	Sentences are well-written; there are no errors in word choice, spelling, grammar, and punctuation.	(score x 1.0)
Documentation (15%)	Fails to correctly document any sources or to utilize	Most sources are correctly documented; appropriate	All sources are correctly and thoroughly documented;	(score x 1.5)

	appropriate citation forms.	citation forms are generally utilized.	appropriate citation forms are utilized throughout.	
Total 100%				

Student Responsibilities/Expectations: Students are expected to come to class with the text and appropriate writing materials. There will be no texting or reading of texts during class. If you are expecting an emergency call please notify me in advance and put your phone on vibrate. Leave the room if you need to answer with text or talk. Students who do not follow this rule will be asked to leave class and will be counted absent that day. If you are having trouble with your writing, please talk to me. I will be glad to help you, or you can visit the QEP tutors who are available to help you succeed -- please use their help.

Online Etiquette: The objective in an online discussion is to be collaborative, *not* combative. Please proofread your responses carefully before you post them to make sure that they will not be offensive to others. Use discussions to develop your skills in collaboration and teamwork. Treat the discussion areas as a creative environment where you and your classmates can ask questions, express opinions, revise opinions, and take positions just as you would in a more “traditional” classroom setting.

Class Disruptions: *All* students enrolled at the college shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. Your attendance in this class requires that you participate as an adult. On that basis, there will be no talking while I am lecturing, or while another classmate is talking or presenting, and no texting, playing computer games, or social networking at any time. In class discussions, you should conduct yourself toward others with respect, even if you disagree with them. Disregard for this rule will result in you being asked to leave the class until further notice.

Course Withdrawal: IT IS YOUR RESPONSIBILITY TO DROP A COURSE OR WITHDRAW FROM THE COLLEGE. FAILURE TO DO SO WILL RESULT IN RECEIVING A PERFORMANCE GRADE, USUALLY A GRADE OF “F.”

NTCC Academic Honesty Statement: "Students are expected to complete course work in an honest manner, using their intellects and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. NTCC upholds the highest standards of academic integrity. This course will follow the NTCC Academic Honesty policy stated in the Student Handbook."

Academic Ethics: The college expects all students to engage in academic pursuits in a manner that is beyond reproach. Students are expected to maintain complete honesty and integrity in their academic pursuit. ***Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in an F in the course.*** Refer to the student handbook for more information on this subject.

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 Shannin Garrett, Academic Advisor/Coordinator of Special Populations located in the College Connection. She can be reached at 903-434-8218. For more information and to obtain a copy of the Request for Accommodations, please refer to the NTCC website - Special Populations.

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.

ENGL 2311 Schedule

Week 1: August 28 – September 1

M	Review Syllabus
W	Post Discussion Introductions Questions by 11:55 p.m..
F	Post Discussion Introductions Responses by 11:55 p.m.

Week 2: September 4 - 8

Lesson 1 Preparation: Read Chs. 1 and 2 EBC

M	Post Discussion 1 Questions by 11:55 p.m. Quiz 1 opens.
W	Quiz 1 closes at 11:55 p.m. Post Discussion 1 Responses by 11:55 p.m..
F	Submit Assignment 1 by 11:55 pm.

Week 3: September 11 - 15

Lesson 2 Preparation: Read Ch. 3 EBC

M	Quiz 2 opens. Post Discussion 2 Questions by 11:55 p.m.
W	Quiz 2 closes at 11:55 p.m. Post Discussion 2 Responses by 11:55 p.m.
F	Submit Assignment 2 by 11:55 p.m.

Week 4: September 18 - 22

Lesson 3 Preparation: Read Ch. 4 EBC

M	9 a.m. Quiz 3 opens. Post Discussion 3 Questions by 11:55 p.m.
W	Quiz 3 closes at 11:55 p.m. Post Discussion 3 Responses by 11:55 p.m.
F	Submit Assignment 3 by 11:55 p.m.

Week 5: September 25 - 29

Lesson 4 Preparation: Read Chs. 5 and 6 EBC

M	Quiz 4 opens. Post Discussion 4 Questions by 11:55 pm.
W	Quiz 4 closes at 11:55 p.m. Post Discussion 4 Responses by 11:55 p.m.
F	Submit Assignment 4 by 11:55 p.m.

Week 6: October 2 - 6

Lesson 5 Preparation: Read Ch. 7 EBC

M	Quiz 5 opens. Post Discussion 5.1 Questions by 11:55 p.m.
W	Quiz 5 closes at 11:55 p.m. Post Discussion 5 Responses by 11:55 p.m.
F	Submit Assignment 5 by 11:55 p.m.

Week 7: October 9 - 13

Lesson 6 Preparation: Read Chs. 8 and 9 EBC

M	Quiz 6 opens. Post Discussion 6 Questions by 11:55 p.m.
W	Quiz 6 closes at 11:55 p.m. Post Discussion 6 Responses by 11:55 p.m.
F	Submit Assignment 6 by 11:55 p.m.

Week 8: October 16 - 20

Lesson 7 Preparation: Read Ch. 10 EBC.

M	Quiz 7 opens. Post Discussion 7 Questions by 11:55 p.m.
W	Quiz 7 closes at 11:55 p.m. Post Discussion 7 Responses by 11:55 p.m.
F	Submit Assignment 7 by 11:55 p.m.

Week 9: October 23 - 27

Lesson 8 Preparation: Read Chs. 11 and 12 EBC

M	Quiz 8 opens. Post Discussion 8 Questions by 11:55 p.m.
W	Quiz 8 closes at 11:55 p.m. Post Discussion 8 Responses by 11:55 p.m.
F	Submit Assignment 8 by 11:55 p.m.

Week 10: October 30 – November 3

Lesson 9 Preparation: Read Ch. 13 EBC

M	Quiz 9 opens. Post Discussion 9 Questions by 11:55 p.m.
W	Quiz 9 closes at 11:55 p.m. Post Discussion 9 Responses by 11:55 p.m.
F	Submit Assignment 9 by 11:55 p.m.

Week 11: November 6 - 10

Lesson 10 Preparation: Read Chs. 15 and 16 EBC

M	Quiz 10 opens. Post Discussion 10 Questions by 11:55 p.m.
W	Quiz 10 closes at 11:55 p.m. Post Discussion 10 Responses by 11:55 p.m.
F	Submit Assignment 10 by 11:55 p.m.

Week 12: November 13 - 17

CLA Preparation: Read Course Level Assessment materials in Course Lessons folder (CLA).

M	Lab day
W	Lab day; submit CLA Citation Assignment by 11:55 pm..

Week 13: November 20 - 24

CLA Preparation: Read Appendix B, APA section EBC

M	Lab day; submit CLA APA Formatting Assignment by 11:55 p.m.
W	Lab day; student conferences

Week 14: November 27 - December 1

CLA Preparation: Read Ch. 14 EBC

M	Lab day; submit CLA APA Library Scavenger Hunt by 11:55 p.m.
W	Lab day

Week 15: 5/December 4 - 8

M	Lab day
W	CLA PowerPoint Presentations due; LAST DAY OF CLASS

Week 16: December 11 - 15

FINAL EXAM WEEK

M	Submit CLA Researched Formal Report by 9 am.
R	SEMESTER ENDS