



ENGL 2311:001 Technical and Business Writing

Course Syllabus: Spring 2020

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

Instructor: Linda Stanley

Office: NA

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
						4 – 5 pm daily

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. Three hours of class each week.

This course is an intensive study of and practice in professional settings. Focus is 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. Students will practice individual and collaborative processes involved in the creation of ethical and efficient documents.

Prerequisite(s): No prerequisites.

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: Students will earn their grades as follows:

Introductions through Assignment 12	60% of final grade
Quizzes 1 through 12	20% of final grade
Course Level Assessment Multimedia Project	5% of final grade
Course Level Assessment Formal Report	15% of final grade

Required Instructional Materials: Thill and Bovève. *Excellence in Business Communication*. 12th ed.

Publisher: New York: Pearson, 2016

ISBN Number: 9780134319056

Optional Instructional Materials: none.

Minimum Technology Requirements: Students should have reliable access to a stable internet connection. All students are advised to learn the locations of available computers on campus in the event their own access becomes unavailable. Students should also have access to Microsoft Word and PowerPoint or equivalent software capable of saving files in .doc, .docx, .rtf, and .ppt. format. NTCC students are provided with access to Microsoft Office via their MyEagle account. Our IT department sends an email at the beginning of each semester with instructions for students to access this software.

Required Computer Literacy Skills: This course uses Blackboard extensively. Therefore, students should be familiar with the Blackboard environment and comfortable receiving and submitting class materials online. Students should also be comfortable using word processing and slide show software (preferably Microsoft Word and PowerPoint.)

Course Structure and Overview: This course involves a great deal of material, not all of which will be addressed in classroom lectures. Instead, lectures, assignments, and quizzes will build upon and apply lesson concepts covered in your textbook and in supplementary materials provided in Blackboard, 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. Because each lesson builds on previous lessons, it is important not to skip materials or lessons. Even if you are unable to submit work for a lesson, you should read/view the materials in preparation for future lessons.

Communications: Students' first line of communications to me should be via my official NTCC email. I will respond to emails sent Monday through noon Friday within 24 hours. I will respond to emails sent after noon on Friday through Sunday on Monday. Students are also encouraged to subscribe to the class Remind account by texting @2311001 to 81010 on their cell phones. My phone contact goes through the office of Humanities and should be used only in the event you cannot reach me by email or Remind.

Institutional/Course Policy:

Assignments and Quizzes - All assignments and quizzes will be submitted online through Blackboard. Each lesson folder contains the links necessary for all submissions of Assignments and Quizzes related to that lesson. ONLY IF a problem arises with Blackboard, I will coordinate an alternative method of submission. Students should NOT email submissions without prior authorization.

Quizzes will be available at the beginning of the week for which they are assigned and will close at the end of the day on the following Sunday unless otherwise noted. All material covered in class, in assigned readings, or in any supplemental material I assign may appear on these quizzes. Students MAY NOT make up any missed quizzes unless they have a documented emergency. In the event of an emergency, students should contact me as soon as possible regarding missed work.

Work other than quizzes submitted late will be penalized 10 points for each day late. This penalty will apply in addition to any deductions for errors in the work. For example, if an assignment would have earned a 90 if submitted on time but is submitted 2 days late, it would receive a 70; 90 for a competency score minus a 20-point deduction for late submission. Once a score of "0" has been entered in the gradebook for any work, that work is no longer eligible for submission without prior arrangements with me. ***The Formal Report and Multimedia Project in the Course Level Assessment MAY NOT be submitted late!***

Student Responsibilities/Expectations - Students are expected to come to class with the text book and appropriate writing materials and to find their seats as quietly and quickly as possible. There will be no texting or reading of texts during class. Students who do not follow this rule will be asked to leave class and will be counted absent that day. ***Students incurring 5 or more non-emergency absences will NOT receive a passing grade!*** If a student is expecting an emergency call during class time, s/he should notify me in advance and put his/her phone on vibrate. Students needing to answer a text or call in such circumstances should leave the room as quietly as possible.

Course Withdrawal - It is the student's responsibility to drop a course or withdraw from the college. Failure to do so will result in the student receiving a performance grade, usually a grade of "F". The final date to withdraw with a grade of "W" for Spring 2020 is April 9.

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):

All required preparations for listed Lessons should be completed by Monday of the week in which they are listed. Unless otherwise noted, Lesson Assignments and Quizzes are due by 11:55 p.m. on the following Sunday. For example, an assignment listed for Monday, 1/28 is due by Sunday, 2/3 unless otherwise noted.

<u>M 1/21 (Monday is MLK Day)</u> Introductions	<u>Mon 3/23</u> Lesson 7: Writing Routine Messages
<u>Mon 1/27</u> APA essay/report template	<u>Mon 3/30</u> Lesson 8: Writing Persuasive Messages
<u>Mon 2/3</u> Lesson 1: Resource Development and Citation	<u>Mon 4/6</u> Lesson 9: Planning and Writing Business Plans and Proposals
<u>111111111</u> Lesson 2: Professional Communications and Ethics	<u>Mon 4/13</u> Lesson 10: Introduction to Formal Reports and Proposals
<u>Mon 2/17 (Monday is President's Day)</u> Lesson 3: Communication and Business Etiquette in Teams and Across Cultures	<u>Mon 4/20</u> CLA Formatting Exercise
<u>Mon 2/24</u> Lesson 4: Planning Business Messages	<u>Mon 4/27</u> Lesson 11: Employment Documents and Interview Strategies
<u>Mon 3/2</u> Lesson 5: Writing and Completing Business Messages	<u>Mon 5/4</u> CLA Multimedia Project due
<u>Mon 3/9</u> Lesson 6: Crafting Messages for Digital Channels	<u>Mon 5/11 - FINALS WEEK</u> CLA Formal Report due t 5/12
<u>Mon 3/16 - SPRING BREAK</u>	