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Technical and Business Writing

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Collin College

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COLLIN COLLEGE

COURSE SYLLABUS

Course Information

Course Number: ENGL 2311

Course Title: Technical and Business Writing

Course Description: 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.

Course Credit Hours: 3
Lecture Hours: 3

Prerequisite: ENGL 1301

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.

Withdrawal Policy: See the current *Collin Registration Guide* for the last day to withdraw.

Collin College Academic Policies: See the current *Collin Student Handbook*

- **The College District may initiate disciplinary proceedings against a student accused of scholastic dishonesty.**
- Scholastic dishonesty may involve, but is not limited to, one or more of the following acts: cheating, **plagiarism**, collusion, use of annotated texts or teacher's editions, use of information about exams posted on the Internet or electronic medium, and/or falsifying academic records.
- **Collin faculty are required to report alleged violations of scholastic dishonesty** to the Dean of Student Development, who then investigates the case, and renders an administrative decision.
- **Faculty are not allowed to assign a grade to the work in question** until the Dean of Student Development renders a decision

- Students found responsible for scholastic dishonesty offenses will receive an authorized disciplinary penalty from the office of the Dean of Student Development.
- Additionally, students found responsible for scholastic dishonesty will be assigned a penalty in this class that ranges from a grade of “F” on the assignment to a grade of “F” for the course
- Grades of all courses taken will be recorded on the student’s transcript. The highest grade earned will be used in computing the grade point average and applied toward degree or program requirements. Beginning fall 2002, a course in which a grade (including W) has been received can be repeated only one (1) time to replace the grade. The grade received does not affect the student’s ability to repeat a course.
 - Registration holds will be placed on courses that have been attempted twice.
 - When a course is repeated:
 - Only one (1) course/grade will be counted in a student’s GPA.
 - The highest grade will be used in GPA calculations.
 - Courses repeated before fall 2008 will have only the last grade and credits (whether higher or lower) earned used in computing the grade point average and applied toward degree or program requirements.
 - Veterans should consult the Director of Financial Aid/Veterans Affairs before repeating any course. Students planning to transfer to another college or university should check with a Collin College academic planning consultant (advisor) or with receiving institutions for their repeat policies. See the Registration Guide for details on specific courses.
 - Please refer to the current *Collin Student Handbook*, p. 69.

Americans with Disabilities Act:

Collin 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 opportunity. It is the student’s responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

Religious Holy Days: Please refer to the current *Collin Student Handbook*.

INSTRUCTOR INFORMATION

Instructor’s Name: Jeff Dreiwitz
Office Hours: By Appointment only
Phone Number: 254-640-1927
Email: jdreiwitz@collin.edu

Class Information:

Section Number: 4
Meeting Times: S 9 – 11:30 AM
Meeting Location: I231

Course Resources:

Required:

- Gurack, Laura J., and John M. Lannon. *Strategies for Technical Communication in The Workplace*. 4th ed., Pearson, 2019.

Recommended:

- The Writing Center located in room D203.
- Various college services for tutoring, well-being, etc.
- Various web-based writing and employment/career resources.
- College Library.

Supplies: None**Attendance Policy:**

Regular and punctual attendance is expected of all students, and I will maintain a complete record of attendance for the entire length of the course. Students will be counted absent from class meetings missed, beginning with the first official day of classes. Students, whether present or absent, are responsible for all material presented or assigned for a course and will be held accountable for such materials in the determination of course grades.

Absence from 25 percent or more of scheduled lecture/class meetings will be taken as evidence that a student does not intend to complete the course. If you exceed the 25 percent absence point, the grade being earned may be reduced without appropriate documentation excusing the excessive absence.

You will be permitted to make up class work and/or assignments missed due to absences caused by (1) authorized participation in official College functions, (2) personal illness, or (3) an illness or a death in the immediate family. It is your responsibility to inform me of the reason for missing class, to do so in a timely fashion, and provide documentation as applicable.

Method of Evaluation:

By the end of the semester, students will have completed 5 major assignments incorporating writing in the technical and business areas. The following guidelines serve as the ratio for determining final grades:

- 60% of the grade will come from 4 written assignments (15% each). These will vary in length based on the nature of the task (1-5 pages).
- 20% of the grade will come from a final project involving writing, multimedia presentation, and may be done collaboratively.
- 15% of the grade will come from daily work, such as attendance, participation, discussion, topic briefs/proposals, and short assignments.
- 5% of the grade will come from the final (exam) day class activity. More to follow on this as the semester progresses.
- The written assignments, project, and final day constitute the major assignments for the course. Other assignments such as topic briefs or project proposals make up the “daily work.”

A EXCELLENT 90-100

B GOOD 80-89

C ADEQUATE 70-79

D POOR 65-69

F FAILING 64 and below

W WITHDREW

Course Calendar:

<u>Week and Date</u>	<u>Topic/Material</u>	<u>Assignment Due/Classwork</u>
1 9/1	Intro/Syllabus/Course Overview/Chapter 1 pp. 2-23 Text Chapter 2: pp. 24-39 The Research Process [Professor Shelton is scheduled to cover this class session.]	Ensure you have text, supplies, and read text Chapter 1. Read Text Chapter 2. Assignment: “Tell Me About Yourself.” 1 page. A written description or “picture” of you today or a biography (often asked at interviews). Due 9/15. (Daily Work)
2 9/8	Text Chapter 3: pp. 40-59 Audiences and Usable Info Text Chapter 4: pp. 60-68 Ethical Issues	Read Text Chapter 3. Read Text Chapter 4.

3	9/15	Text Chapter 5: pp. 70-86 Structuring Info Text Chapter 6: pp. 87-102 A Readable Style	Read Text Chapter 5. Read Text Chapter 6. Due 9/15: “Tell Me About Yourself” Assignment: Email Exercise with professional “tone”. Due 10/6 See text chap. 18. (Daily Work)
4	9/29	Text Chapter 7: pp. 103-122 Audience-Centered Visuals Text Chapter 8: pp. 123-138 User-Friendly Documents	Read Text Chapter 7. Read Text Chapter 8.
5	10/6	Text Chapter 9: pp. 140-162 Resumes and other Employment Materials Text Chapter 10: pp. 163-190 Memos and Letters	Read Text Chapter 9. Read Text Chapter 10. Due 10/6: Email exercise. Submit this through email.
6	10/13	Text Chapter 11: pp. 191-203 Definitions Text Chapter 12: pp. 204-224 Descriptions	Read Text Chapter 11. Read Text Chapter 12. Assignment: Memo exercise for a professional format and “tone” in correspondence. See text chapter 10. One page max. Due 10/20. 15% Getting to know classmates, think about forming project teams for later in the course: 2-4 people. Look for common interests, studies, goals or particular skill strengths like writing, graphics, some form of the arts, etc.
7	10/20	Text Chapter 13: pp. 225-247 Instructions and Procedures Text Chapter 14: pp. 248-261 Summaries Note: Friday 10/19 is the last day to withdraw from courses.	Read Text Chapter 13. Read Text Chapter 14. Due 10/20: Memo exercise. Print or email.
8	10/27	Text Chapter 15: pp. 262-280 Informal Reports Text Chapter 16: pp. 281-308 Formal Reports [Prof. Shelton will substitute for this class session]	Read Text Chapter 15. Read Text Chapter 16. Assignment: “Business” letter. Compose a standard business letter similar to examples in the text. Two pages max. Create the info for the parties in the heading and the topic (s) covered in the body of the document. See format p. 174. Due 11/3. 15% Note: Final Team Project. Teams of 2-4 will create report, proposal or other written document and also provide a brief for class presentation. This may include media such as Powerpoint, video, etc. Plan on 10-15 minute presentation. Class time will be provided for prep and presenting later in the course. 20%
9	11/3	Text Chapter 17: pp. 309-330 Proposals Text Chapter 18: pp. 332-342 Email and Texts Library Research Training Session in the SC	Read Text Chapter 17. Read Text Chapter 18. Due 11/3: Business Letter

		Library. Specific time and location to be announced.	Assignment: Resume. Compose your resume in both chronological and functional format. Each format should be one page max in length—see text or web examples. Due 11/10. 15%
10	11/10	Text Chapter 19: pp. 343-354 Blogs/Wikis/Web Text Chapter 20: pp. 355-366 Social Media	Read Text Chapter 19. Read Text Chapter 20. Due 11/10: Resume Assignment: Instructions-Procedures. Compose a 2-4 page document providing instructions or procedures (SOP). Choose your topic. See examples in text and those provided in class. Due 11/17. 15%
11	11/17	Text Chapter 21: pp. 367-384 Oral Presentations and Video Conferencing	Read Text Chapter 21. Due 11/17: Instructions-Procedures Assignment.
12	12/1	Project Preparation Time—as needed Project Presentations: Teams of 2-4	Students attend class and work collaboratively on project document and presentation. All team members should contribute. One project grade will cover both document and presentation.
13	12/8	Last Class--Team Presentations completed. Review for Final Activity	10-15 minutes per team. Ensure all team members present. Notes, slides, etc, help to present effectively. Due 12/8: All Projects and Associated Presentations. All team members should be named/listed on document and presentation for project credit.
14	12/15	Fall Final Exam Week 12/10-12/16 Final Activity (Class Hours)	