

1-15-2019

# Technical and Business Writing

Stephen Whitley

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## Recommended Citation

Whitley, Stephen, "Technical and Business Writing" (2019). *Spring 2019*. 112.  
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# COLLIN COLLEGE

## COURSE SYLLABUS

Course Information
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**Professor:** Dr. Stephen Whitley

**Course Number:** ENGL 2311 S02

**Course Title:** Technical and Business Writing

**Professor:** Dr. Stephen Whitley

**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:**

- **State Mandated 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:** The last day to withdraw from this course is Friday, October 20, 2017

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

**Americans with Disabilities Act Statement:** 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 educational 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 Holidays:** Please refer to the current *Collin Student Handbook*.

## **Repeating Courses**

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:

1. Only one (1) course/grade will be counted in a student's GPA.
2. 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.

Student Handbook, p. 69

**Professor's Name: Dr. Stephen Whitley**

**Office Number: Library 211**

**Office Hours: MW 12:00-1 p.m.**

*Tuesday/Thursday 7-8:30.*

*Friday 9-11 a.m.*

*Other times by appointment*

**Phone Number: 972-578-5525**

**Email: [swhitley@collin.edu](mailto:swhitley@collin.edu)**

**Class Information:**

**Section Number: S01**

**Meeting Times: Tuesday/Thursday 8:30-9:45**

**Meeting Location: J132**

**Minimum Technology Requirement: Computer with word processor and Adobe read/write**

Effective Fall 2014

## **Minimum Student Skills: Student should have minimum proficiency with word processing and internet**

**Netiquette Expectations:** Electronic discussions and emails to professor and other students should be considered an extension of class discussion. The same standards of behavior expected of you in class apply to our interactions on the internet. What you write on the Internet is accessible by many people and can be printed or saved as a screen shot. Don't write anything online you don't want to haunt you for the rest of your academic career (or life).

**Course Text:** *Technical Communication* 14<sup>th</sup> edition

In this course, we will be learning technical writing skills by utilizing project management deliverables. You will be assigned a group and as a group you will decide what type of business you want to create, what type of product(s) you want to produce, create a business plan, a project management timeline, conduct surveys to determine the efficacy of your product and presenting a final presentation where you will discuss how you will market this product, produce it, etc. By the end of the semester, you will not only have practice in technical writing, you will have experience in project management which is a skill many employers are looking for. I think this will be a fun and effective way to teach technical writing!

### **Method of Evaluation**

I grade on a 1,000 point scale. The point values are listed below:

Individual Resumes and cover letters	100
Project Plan/Ideation/Business Plan	100
Thought Hierarchy	100
Project Charter	100
Gantt Chart/Timeline	100
Proposal	100
Surveys	100
Product Design	100
Final Presentation	200

### **Attendance Policy**

In order to be successful in any college course, you must attend that course. You are expected to attend each class and arrive at class on time. Of course, there are times that you must be absent because of illness or school activities. If you participate in college activities that require you to be absent, you should provide me with documentation regarding those absences and contact me to make up any work you may have missed. I will only require a doctor's note if you miss more than one week of consecutive classes.

Also, I understand that sometimes you have school activities that require you to be absent. Those will not count against you as long as you tell me before you're absent why you will be gone (via email please).

For each absence above 3, **I will decrease your attendance grade by 15 points.**

### **Late Work**

I do not accept late work. The nature of this course is that each writing assignment builds upon the previous writing assignment; therefore, turning in a writing assignment late makes it difficult for you to use feedback from one assignment to the next. If you are unable for some reason to turn in an assignment on time, contact me **BEFORE** the assignment is due and we can discuss your options.

English 2311

Course Schedule

Fall 2016

Week 2

Tuesday	Cover letters and resumes  A Faster Horse (Documentary)
Thursday	A Faster Horse (Documentary)  <b>Cover letters and copy of job posting you're applying for due</b>

Week 3

Tuesday	Chapter 2 "Meeting the Needs of Audiences"  Chapter 3 "Persuading your Audience"  Initial Group meetings
Thursday	Chapter 4 "Weighing the Ethical Issues"  Chapter 5 "Teamwork and Global Considerations"  Group meetings

#### Week 4

Tuesday	Chapter 6 “An Overview of Tech Writing Process”  How to write a project plan/business plan/ideation (in class presentation)
Thursday	Chapter 7, 8, 9 Research  Group meetings

#### Week 5

Tuesday	Thought Hierarchy and Project Charters (in class presentation)
Thursday	<b>Project/Business Plan Due</b>  Group meetings

#### Week 6

Tuesday	Chapter 11 “Editing for a Professional Style and Tone”  Group meetings
Thursday	Chapter 21 “Formal Analytical Reports”  Chapter 22 “Proposals”  <b>Thought Hierarchy and Project Charters due</b>

#### Week 7

Tuesday	Gantt Charts/Timelines (In class presentation)  Proposals (in class presentation)  Group meetings
Thursday	Chapter 19 “Instructions and Procedures”  Group meetings

#### Week 8 Student Conferences and evaluations

#### Week 9

Tuesday	<b>Survey Questions draft due</b>  Group meetings
Thursday	Product Descriptions p 421, 414-416, 422-423, 420-421 (new edition)  427-436 (old edition)  Group meetings

#### Week 10

Tuesday	Conduct Surveys  Re-read Chapter 8, "Evaluating and Interpreting Information"  Group meetings
Thursday	Product Design (In class Presentation)  <b>Survey information and interpretations due</b>  Group meetings

#### Week 11

Tuesday	Group meetings
Thursday	Group meetings

#### Week 12

Tuesday	Chapter 24-25 Blogs, Wikis, Web Pages and Social Media
Thursday	Group Meetings

#### Week 13

Tuesday	Web page/social media page, wiki pages drafts due
Thursday 11-17	Group Meetings

#### Week 14

Tuesday	Chapter 23 “Oral Presentations and Video Conferencing”  How to give effective presentation (PDF)
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Week 15

Tuesday	Group Meetings
Thursday	Group Meetings/Practice presentations

Week 16

Finals Week

**Final presentations due**