

8-27-2018

# Technical and Business Writing

Kelly Martin Dr.  
*Collin College*

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**COURSE SYLLABUS: COLLIN COLLEGE****COURSE INFORMATION**

**Course Number:** ENGL 2311.WS1

**Course Title:** Technical and Business Writing

**Placement Assessments:** Placement in ENGL 1301; College-Level Reading

**Course Description:** The study of best practices as related to business and technical writing and communication. Topics to be studied include the definition of technical writing and communication, how to compose various types of business and technical documents, how to conduct a job search, how to write a resume, and how to interview, to name but a few. This course is built around practical, “real-world” scenarios you have encountered, or will most likely encounter, as a professional.

*State Mandated 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**

**Student Learning Outcomes:**

Upon successful completion of this course, students will be able to

G.1. Identify and accommodate diverse professional audiences.

O.1.1. Understand the diverse nature of technical audiences.

O.1.2. Identify the intended audience of various business correspondences and technical documents.

O.1.3. Thoroughly analyze a business correspondence or technical document for how it accommodates and appeals to a specific audience.

O.1.4. Conduct basic audience analysis and needs assessment.

O.1.5. Compose business correspondences and technical documents for various audiences, with attention to audience members' needs, expectations, and levels of technical knowledge.

G.2. Locate, evaluate, incorporate, and cite relevant source material(s)

O.2.1. Successfully locate, based on research, different types of information and sources.

O.2.2. Evaluate sources for credibility and applicability to specific and different business and technical writing scenarios or projects.

O.2.3. Properly cite and incorporate sources according to current MLA standards.

- G.3. Understand technical writing mechanics and write and edit accordingly.  
O.3.1. Construct well-composed and grammatically correct sentences, with attention to diction, syntax, redundancy, and clarity.  
O.3.2. Recognize and correct common writing errors as related to technical writing conventions.
- G.4. Meaningfully collaborate and provide constructive feedback.
- G.5. Compose properly written and formatted professional correspondences and technical documents.

*State Mandated Learning Outcomes:* The above outcomes are extensions of the following 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.

### **Important Dates:**

- ✓ Census Date: 9/10
- ✓ Withdraw Date: 10/19
- ✓ Thanksgiving Break: 11/21-11/25
- ✓ Final Exams: 12/10-12/16
- ✓ Grades Due in CougarWeb: 12/17, 11:00pm

**College Repeat Policy:** Beginning fall 2016, Texas residents attempting a course more than twice at Collin College are subject to regular tuition plus an additional \$50 per semester credit hour.

**Plagiarism:** See the current *Collin Student Handbook*. As your instructor, I am asked to report suspected cases of plagiarism, collusion, and/or any scholastic dishonesty to the Dean of Students at Collin College. I will withhold a grade until your case is reviewed. All plagiarized assignments will receive a grade of a 0, and the student can possibly fail the course.

**Religious Holy Days:** Refer to the *Collin Student Handbook*.

**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.

If you register for this class after the first day, you will not be able to make up any assignments.

<b>INSTRUCTOR INFORMATION</b>
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**Instructor's Name:** Kelly Martin, Ph.D.

**Office Number:** B-105 at Spring Creek Campus (inside B-104 suite)

**Office Hours:** Available to meet for synchronous online appointments. Email to arrange date/time.

**Phone Number:** 972-516-5050 (email instead of leaving voicemail)

**Email:** [kmartin@collin.edu](mailto:kmartin@collin.edu) **[Preferred method of contact: Canvas email]** Emails will USUALLY be addressed within 24 hrs. (except on weekends)

**Minimum Technology Requirements:** Familiarity with Microsoft Word and ability to perform basic Internet research; Internet-connected computer with appropriate hardware for listening to audio files and viewing online videos.

**Class Etiquette & Discussion Board Participation Requirements:** Refer to rubric and instructions uploaded in Canvas.

**Required Textbook/Resources:** Regular access to the Internet; there is no textbook for the course—all materials are located in Canvas.

**Supplies:** Microsoft Word (all assignments must be submitted as Word documents, and some assignments require the use of tools only available via Word).

**Attendance Policy:** No late assignments are accepted. Technological difficulties are not excuses for late work, which is why you should not wait until the last minute to start and/or submit an assignment.

**Meeting Times:** N/A

**Method of Evaluation:**

Course grades will be based on a 1,000 point scale.






















1000-900 points=A  
899-800 points=B  
799-700=C  
699-600=D  
599 and below=F

## Assignments & Points:

- Syllabus & Course Quiz: 15 points
- Quizzes: 4 x 15 pts. each=60 points
- Round #1 Course Project #1: 60 points
- Round #1: Course Project #2: 60 points
- Round #1: Course Project #3: 130 points
- Round #2 Course Project #1: 100 points
- Round #2: Course Project #2: 100 points
- Round #2: Course Project #3: 185 points
- Problem-Solution Proposal MindMap: 40 points
- Discussion Assignments: 6 x 30 pts. each=180 points
- Mini-Assignments: 2 x 25 pts. each=50 points

\*\*\*There will also be multiple extra-credit opportunities.

All assignments will usually be graded within a week of submission.

Date	Details	
Fri Aug 31, 2018	 E.C. Canvas Orientation Quiz	due by 11:59pm
	 Syllabus & Course Quiz	due by 11:59pm
Wed Sep 5, 2018	 E.C. Pic.	due by 12pm
Sat Sep 8, 2018	 Module 1 Discussion	due by 11:59pm
Tue Sep 11, 2018	 Module 1 Quiz	due by 11:59pm
Fri Sep 14, 2018	 Module 2 Discussion	due by 11:59pm
Sat Sep 15, 2018	 Module 2 Quiz	due by 11:59pm
Sun Sep 16, 2018	 Module 2 Mini-Assignment	due by 11:59pm
Fri Sep 21, 2018	 Round #1, Course Project #1	due by 11:59pm
Tue Sep 25, 2018	 Project #1 Peer Reviews due	due by 11:59pm
Fri Sep 28, 2018	 Round #2, Course Project #1	due by 11:59pm
Mon Oct 1, 2018	 Module 3 Quiz	due by 11:59pm
Thu Oct 4, 2018	 Module 3 Mini-Assignment	due by 11:59pm
Tue Oct 9, 2018	 Module 4 Discussion	due by 11:59pm
Sun Oct 14, 2018	 Module 5 Discussion	due by 11:59pm
Thu Oct 18, 2018	 Module 5 Quiz	due by 11:59pm
Mon Oct 29, 2018	 Course Evaluation	3pm to 5:59pm
Tue Oct 30, 2018	 Round #1, Project #2	due by 11:59pm
Tue Nov 6, 2018	 Project #2 Peer Reviews Due	12am
Thu Nov 8, 2018	 Round #2 Project #2	due by 11:59pm
Sun Nov 11, 2018	 Module 6 Discussion	due by 11:59pm

Fri Nov 16, 2018	 Proposal Mind Map	due by 11:59pm
Tue Nov 20, 2018	 Round #1, Project #3	due by 11:59pm
Tue Nov 27, 2018	 Project #3 Peer Reviews due	due by 11:59pm
Wed Dec 5, 2018	 Round #2, Project #3	due by 11:59pm
Mon Dec 10, 2018	 Module 8 Discussion	due by 11:59pm
Wed Dec 12, 2018	 EC Option #1--Submit Here	due by 11:59pm
	 EC Option #2--Submit Here	due by 11:59pm
	 Extra Credit Net Tutor (submission)	due by 11:59pm
	 Extra Credit Writing Center (instructions & submission)	due by 11:59pm