

**English 330: Business Writing Syllabus  
Fall 2013, Sections 602 & 603**

**Dr. Dawn M. Armfield  
301D Dunkle Hall**

**Office Hours: Frostburg: TTH 11:00-12:30, T 2:00-3:30, and by appointment/ Hagerstown: 3:00-3:45pm**

**Catalog Description**

Basic writing for business and para-professional occupations. Writing resumes, job applications, memos and reports, and other kinds of business writing.

**Course Outcomes**

Students will

- develop critical thinking skills. (NCTE 2.4)
- conduct and incorporate research. (NCTE 3.6)
- develop a keen sense of audience. (NCTE 2.5)
- generate various documents: letters, memos, resumes, reports. (NCTE 3.2, 3.4)
- use technology effectively. (NCTE 3.6)
- prepare effective oral presentations. (NCTE 3.2)
- hone grammatical and stylistic skills. (NCTE 3.1)
- collaborate with other professionals. (NCTE 2.3)

**Course Readings**

There is no official book in this course. However assigned readings will be posted in Blackboard for certain lessons. Please make sure to log in to Blackboard several times a week to review your progress and to keep up with readings and assignments.

**Attendance and Policies**

**Students who miss more than three classes and/or scheduled conferences in this course (the equivalent of three weeks of the semester) will receive a grade of F for the course. Please note that this policy makes no distinction between excused and unexcused absences.** The issue is the amount of class time missed, not the reason for missing. Three instances of coming to class late -- and/or leaving early without the instructor's permission -- will be counted as an absence. If you make an appointment to see me, then fail to appear or fail to cancel the appointment with reasonable notice that will count as an absence. Use your absences wisely.

Exception: Students whose military duty forces them to miss classes will have those absences excused if they inform the teacher of the possibility at the beginning of the semester and provide the exact dates as soon as they are known.

In all cases, absent students must make up any missed work within a week of returning to class or sooner if they are able.

- Assignments must be typed and are due on the assigned date; late papers will be lowered one letter grade for each late day. **Assignments more than 5 days overdue will not be accepted.**
- I will not repeat announcements or daily writing exercise instructions for students who are tardy. You may not make up in-class assignments.
- All notes and handouts will be posted in Blackboard. Be sure to check there.
- If you must miss class, you may contact me to determine whether I made changes to the schedule or syllabus in your absence, but I will NOT repeat lectures.
- If you are late, come speak to me at the end of class to be sure I mark you present.
- Class participation is important. I expect you to attend regularly and perform in-class work, participate in discussion, and work cooperatively with others.
- I am happy to make appointments and go over drafts. As a matter of fact, I recommend that you bring drafts to me. However, I will not review drafts later than 24 hours before the due date.

### Grades

The breakdown of grades is as follows:

Assignment	% of grade
Letter / Memo	20%
Peer Reviews	10%
Infographic	20%
30-Second Spot	20%
Employment Packet	20%
Popular Press Business Rhetoric Report	10%
Total	100%

Criteria for CS (Continued Study) grade: Those students who are enrolled in ENGL 330 in order to satisfy the Basic University

Requirements (GEP) are eligible to receive a CS grade at the end of the semester. However, in order to receive this grade, students must not miss, except in unusual medical circumstances (documented through the office of Student and Educational Services) more than two weeks' worth of class, must complete and submit all required assignments on time, and must show evidence of preparedness during the entire semester. The CS grade is not a substitute for a D or an F.

### **Academic Integrity**

“Academic dishonesty is defined to include any form of cheating and/or plagiarism. Cheating includes, but is not limited to, such acts as stealing or altering testing instruments, falsifying the identity of persons for any academic purpose; offering, giving, or receiving unauthorized assistance on an examination, quiz or other written or oral material in a course; or falsifying information on any type of academic record. Plagiarism is the presentation of written or oral material in a manner which conceals the true source of documentary material; or the presentation of material which uses hypotheses, conclusions, evidence, data, or the like, in a way that the student appears to have done the work which he/she did not, in fact, do” (Pathfinder).

You may use MLA, APA, HRS, or IEEE style guides, although instruction on them will not be provided in class. If you have any questions about how or when to cite sources in your assignments, please contact me or consult with a tutor in the FSU Tutoring Center.

**NOTE: Students found guilty of plagiarism on any assignment may receive an F for the course and face university disciplinary action. Any material suspected of plagiarism will be turned over to the Student Educational Services office for adjudication.**

### **PROGRAM ASSESSMENT REQUIREMENT FOR ENGLISH MAJORS**

A major goal of the English Department Assessment Program is to enable the faculty to assess the effectiveness of the English major and its requirements. By adhering to the following guidelines, you will help us to make improvements when they are needed. To maintain your portfolio, which will be used in the English Capstone course, you keep both a hard copy, which has been graded, and electronic copies of all your English papers. Since your writing portfolio will provide a major focus for your work in ENGL 489, English Capstone, be diligent in your efforts each semester to identify and collect your best writing. This collection will also provide you with a body of work to support future applications for jobs and graduate school admission.

### **The Tutoring Center**

Students who need tutoring in writing for any course receive assistance from peer tutors on an appointment basis. Peer tutors help students generate, organize, and develop ideas for assigned papers. Tutors also explain punctuation and grammar errors, as well as teach students how to proofread, document secondary sources, and address a host of other writing-related issues. However, writing tutors do not edit or proofread students' papers. The goal is to provide quality assistance, tools, and resources to help students become confident, independent writers. For more information, hours, and contact, please visit <http://www.frostburg.edu/clife/tutor>.

## DISABILITIES ACCOMMODATION

Frostburg State University is committed to providing accommodation for students with disabilities. If you have a disability, please bring me the appropriate documentation from Disability Support Services (voice/TTY 301/687-4483) so that we may make arrangements.

### Sexual Assault, Physical Abuse and Neglect Reporting:

Please be aware that according to Maryland law, educators are required to report past child abuse and neglect even when the former victim is now an adult and even when the former alleged abuser is deceased. If you disclose past abuse/neglect that occurred while under the age of 16 in class, in papers, or to me personally, I am required by law to report it. Please see me if you want more information about this law. I am committed to supporting victims and survivors and will help you find resources for past or current issues that you may have.

### Schedule

**The schedule is a living document and may be subject to change due to weather, illness, etc. The most up-to-date schedule will be posted in Blackboard.**

Readings to be read by the date indicated.  
Assignments due by 11:59pm date indicated

Unit	Date	In Class	Readings	Assignments Due
<b>Unit 1: Introduction to Business Writing</b>	9/3-4	Syllabus, Blackboard, & Introductions		
	9/6		Email Tips: Top 10 Strategies for Writing Effective Email	
<b>Unit 2: Letter/Memo</b>	9/10-11	Audience Analysis & Writing effectively (Reader Analysis chart)	Grammar Girl: How to Write a Complaint Letter & Model Complaint Letter	Blackboard: Submit Draft Letter & Memo
	9/13		Peer Review	Blackboard: Peer Review Draft Letter & Memo
<b>Unit 3: Infographics</b>	9/17-18	Visual Rhetorics		
	9/20			Blackboard: Response Letter & Internal Memo Final
	9/24-25	Introduction to	Informational Graphics	

		Infographics		
	9/27			Blackboard: Submit Infographic Draft
	10/1-2	Infographic analysis (Pinterest)		Blackboard: Peer Review Infographics Draft
	10/4			Blackboard Assignment: Final Infographic
<b>Unit 4: 30-Second Spot</b>	10/8-9	Introduction to 30-Second Spot		
	10/15-16	Storyboards	Instructions on how to create a multimedia project for class & Multimedia Storytelling	
	10/22-23	30-Second Spot Analysis (Superbowl Commercials)		Blackboard: 30-Second Spot Analysis
	10/29-30	In-class workday on Spot		
	11/5-6	In-class workday on Spot		
	11/8			Blackboard: 30-Second Spot Final
<b>Unit 5: Employment Packet</b>	11/12-13	Introduction to Employment Packet		
	11/15			Blackboard: Employment Packet Draft
	11/19-20	Writing to a job description		Blackboard: Peer Review Employment Packet Draft
	11/22			Blackboard: Employment Packet Final
<b>Unit 6: Popular Press Business Rhetoric Report</b>	11/26	Plagiarism		Watch Plagiarism Videos
	11/27	No School: Thanksgiving		
	12/3-4	Introduction to Popular Press Business Rhetoric Report		Blackboard: Popular Press Business Rhetoric Report Draft
	12/6			Blackboard: Peer Review

				Popular Press Business Rhetoric Report Draft
	12/10-11	Presentation: Report		
	12/13			Blackboard: Popular Press Business Rhetoric Report Final

**No Final Exam**