

English 304: Business/ Professional Writing

Section W04, Spring 2015
MWF, 10:30-11:20, G18 Colson

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REQUIRED TEXT

Kolin, Philip C. *Successful Writing at Work*, Concise Third Edition. Wadsworth: Boston, 2012. Print.

Overview:

English 304 is designed to help you become competent and effective professional writers and communicators. Due to the importance of collaboration in most professional settings, the course includes multiple forms of group works, from peer review and in-class teamwork to a final collaborative project.

COURSE GOALS:

- Apply strategies for analyzing professional writing contexts, including audiences, purposes for writing, and organizational cultures.
- Compose and design documents, including memos, employment documents, and reports that meet the needs of a diverse audience and accomplish persuasive goals.
- Construct and synthesize arguments both collaboratively and individually that demonstrate knowledge of rhetorical principles and appeal to multi-faceted audiences.
- Conduct research and analyze data that can be used to support arguments.
- Demonstrate proper methods of documentation and the ability to comprehend and evaluate ethical responsibilities and potential dilemmas associated with writing and research.
- Know and apply composition methods and document design strategies for different media including print and electronic forms.

ENGL 304 GRADE BREAKDOWNS:

(See eCampus for detail information.)

1. Individual Portfolio [50%]
 - Introductory Email
 - The Employment Project
 - The Correspondence Project
 - The Website Analysis Project
 - Final Reflective Memo
2. The Proposal, Report, and Presentation (PRP) [25%]
3. General Job (class) Performance [25%]: This part includes 15 posts on the eCampus Discussion Board, informed participation in class discussion, and the composition and documentation of in-class writing exercises. Expect to write something relevant in almost every class meeting individually and collaboratively. Save the copies of class writing systematically for your portfolio to document your work for the credit.

POLICIES AND PROCEDURES

- **Attendance (including policy on lateness and conference attendance)** you must attend class. We know that personal situations and required university events may, on a rare occasion, make it impossible for you to be in class. For these reasons you are allowed 3 absences. The fourth absence will compromise your grade as much as one full letter. Students who miss 6 classes will fail the course.
- **Cheating/Plagiarism:** Integrity is of utmost importance in ENGL 304. Students are expected to be familiar with the section on Academic Honesty in the University Student Code, Policy Bulletin 31, available at: <http://studentlife.wvu.edu/studentconductcode.html>. If you have any questions, please speak with me.
- **Computers and Cell Phones:** You are welcome to bring laptop computers and other electronic devices that support your educational endeavors into the classroom. If, at any time, these devices become a distraction to me or other members of the class you will be asked to put them away.
- **Students with Disabilities:** If you have a documented learning disability, a serious hearing or vision problem, or any other special need that might affect your performance and participation in class, please be sure to inform me. Also, please be aware of the support services available to you through the Office of Accessibility Services in Suite 250 at 1085 VanVoorhis Rd (beside Applebee's and across from the Mountaineer Station transportation center). The phone number is 304-293-6700, and email is access2@mail.wvu.edu. Access the website at <http://accessibilityservices.wvu.edu/>.
- **Writing Center:** The WVU Writing Center is a resource that can support you in all aspects of the writing process. It is located in G02 Colson Hall.
- **University Counseling Services:** The Carruth Center provides resources to help manage stress, improve relationships, make healthy lifestyle choices, and face new challenges and transitions. The Center is in the newly constructed Health and Education Building, 390 Birch Street, located on the Evansdale campus adjacent to the Student Recreation Center. Its website is <http://well.wvu.edu/ccpps>, and its phone number (answered 24 hours) is 304-293-4431.

Schedule of Work

(Subject to change according to class needs.)

MONDAY	WEDNESDAY	FRIDAY
Jan 12 Class Activities: Introduction to the course and colleagues (Purchase Textbook)	Jan 14 Professional Writing: Audience, Purpose, Message, Style and Tone Reading: SWW (5-14) Due Today: Introductory email	Jan 16 (Last Day to Add/ Drop with no grades) Writing on the Job Start Correspondence Project Reading: SWW (14-18)
Jan 19 University Closed (Martin Luther King Jr. Day)	Jan 21 Writing Effective Memos Reading: SWW (69-78)	Jan 23 Composing E-mails for Different Audience, Purpose, and Formality

		Reading: SWW (78-84)
Jan 26 Mastering the Logic and Format of Letters (95-104) Reading: SWW (132-152)	Jan 28 * Achieving “You Attitude” in Professional Writing * Direct and Indirect Approaches Reading: SWW (105-109)	Jan 30 Types of Business Letters Reading: SWW (109-134)
Feb 2 Peer Review of Correspondence Project Due today: Correspondence Project documents	Feb 4 Conference on Correspondence Project in my Office (No regular Class)	Feb 6 Assign Employment Documents Project Due Today: Correspondence Project final-for-now
Feb 9 Self-analysis and Job Search Reading: SWW (152-160) Due Today: Bring 3 job advertisements in class	Feb 11 Preparing for Resume Reading: SWW (160-172) (Start collecting information for your resume)	Feb 13 Organizing Your Resume Reading: SWW (172-179) Start Writing your Resume
Feb 16 Letters of Application Reading: SWW (179-186)	Feb 18 Peer-review of Employment Documents Project Due Today: Drafts for the peer-review	Feb 20 Conference on Employment Documents in My Office (No Regular Class)
Feb 23 Website Analysis Project (WAP) Assigned Due today: Employment Project Final-for-now	Feb 25 Compose Midterm Progress Report Memo in-class	Feb 27 (Midterm) Writing for and Designing Websites Reading: SWW (238-244) Due Today: Midterm Progress Report Memo Choose website for analysis
March 2 Qualities of Effective Websites Reading: Google ideas online, jot down points, and share ideas in class discussion Due Today: WAP Proposal Memo	March Exploring Website Design further Reading: find PDF on eCampus	March 6 Peer Review of WAP in-Class Due Today: WAP Draft
March 9 Conference on WAP in my	March 11 Start PRP (Proposal, Report, and Presentation Project)	March 13 Writing Short Reports

Office (No Regular Class)	Choose partners and brainstorm PRP ideas Due Today: WAP Final-for-now	Reading: SWW (280-300)
March 16 Writing Effective Proposals Reading : SWW (300-316)	March 18 No regular Class (I will be out of town for conference) <ul style="list-style-type: none"> • Work in team outside class for PRP proposal • Reading: Collaborative Writing in SSW (31-60) 	March 20 No regular Class (I will be out of town for Conference) <ul style="list-style-type: none"> • submit PRP proposal via eCampus; • post reading response on “Collaborative Writing” on the Discussion boarding (March 23-27—Spring Break)
March 30 Share your PRP Plans with Class *Start Working on Report	April 1 Researching for Reports	April 3 Ethical Writing in the Workplace Reading: SWW (18-26)
April 6 Characteristics of a long Report Reading: SWW (320-321)	April 8 Report: Front Matter Reading: SSW (322-227)	April 10 Text of the Report and Back Matter Reading: SWW (322-227)
April 13 Successful Oral Presentations at Work Reading: SWW (357-374)	April 15 Reading and analyzing Sample Report in class Reading: SSW (336-353)	April 17 Peer Review of your Report Due Today: Draft of your Report
April 20 Conference on PRP in My Office (No Regular Class)	April 22 Time to work on PPP rhetorical analysis in class	April 24 Student Presentations
April 27 Student Presentations	April 29 (April 30—Last Day to Withdraw from All Classes) Student Presentations	May 1 Class Conclusion Due today: Final Portfolio
		Friday, May 8 Portfolio pick-up