

English 304: Business/ Professional Writing

Section W04, Spring 2015

MWF, 10:30-11.20 a.m., G18 Colson

Instructor: Bhushan Aryal

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Office: 332 Colson

Office Hours: Monday 11:30 am-1:00 pm & by appointment

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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 that 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. Ability to synthesize this knowledge in order to create effective graphics for print, electronic, and presentation formats

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 and Presentation Project (PPP) [30%]
3. General Job (class) Performance [20%]: This part includes 15 posts on the Discussion Post on eCampus

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 upmost 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
Aug 12 Class Activities: -- Introduction to the course and colleagues (Purchase Textbook)	Aug 14 Professional Writing: Audience, Purpose, Message , Style and Tone Reading: SWW Chapter 1(4-34) Due Today: Introductory email	Aug 16 Start Employment Project; Find 3 Job Prospects Reading: SWW (254-260) Due Today:
Aug 19 University Closed Martin Lu Class Activities: Resume Reading: SWW (272-297) Due Today: Details on 3 job prospects	Aug 21 Class Activities: Cover Letters Reading: SWW (298-316) Due Today: Work on resume	Aug 23 Managing Online Professional Image Reading: SWW (261-272) Due Today: Work on Cover letter
Sept 01 NO CLASS - Labor Day Holiday	Sept 03 Class Activities: Peer review of Employment Documents (bring 2 copies) Due Today: Employment documents drafts	Sept 05 Conference on Employment Project (Colson 332) (No Class in classroom because of conferences) Due Today: Meet by appointment in my office
Sept 08 Start Correspondence Project Due Today: EMPLOYMENT DOCUMENTS FINAL FOR NOW	Sept 10 Correspondence Genres Reading: SWW (132-152) Due Today:	Sept 12 Direct/ Indirect approaches Reading: SWW (167-205) Due Today:
Sept 15	Sept 17	Sept 19

<p>Peer review of Correspondence Documents</p> <p>Due Today: Correspondence Document drafts (2 copies)</p>	<p>Conference on Correspondence Project (332 Colson) (No regular class in classroom)</p> <p>Due Today: Conference in 332 Colson</p>	<p>Progress reports in the work place; Write midterm progress report memo in class</p> <p>Due Today: CORESSPONDNECE PROJECT FINAL FOR NOW Homework:</p>
<p>Sept 22 Begin Website Analysis Project (WAP Information Architecture memo assigned)</p> <p>Reading: SWW Chapter11</p> <p>Due Today: : Midterm Progress Report Memo</p>	<p>Sept 24 Document design and websites: Organizing Information Visually (WAP assigned)</p> <p>Reading : SWW Chapter 11 (517-535)</p> <p>Due Today: Choose website for analysis</p>	<p>Sept 26 Writing for and designing Websites</p> <p>Reading SWW 536-550</p> <p>Due Today: WAP Information Memo</p>
<p>Sept 29 Basics of Website design</p> <p>Due Today eCampus discussion post on Website Design</p>	<p>Oct 01 Peer view of WAP</p> <p>Due Today: Website Analysis Draft (bring 2 copies)</p>	<p>Oct 03 Conference on WAP in 332 Colson (No regular Class)</p>
<p>Oct 06</p> <p>Start Proposal and Presentation Project (PPP).</p> <p>Choose partners and brainstorm PPP ideas with partners</p> <p>Due Today: WAP Final for Now</p>	<p>Oct 08</p> <p>Characteristics and types of Proposals</p> <p>Reading: SWW Chapter 13</p>	<p>Oct 10 Practical and Ethical Research in the workplace</p> <p>Reading: SWW Chapter 8</p> <p>Due Today: PPP post on eCampus Discussion Board</p>
<p>Oct 13</p> <p>NO CLASS – Mid-Term Break</p>	<p>Oct 15 Research Documentation in the Workplace</p> <p>Reading: SSW Chapter 8</p>	<p>Oct 17 Conference on P3 (332 Colson)</p> <p>Due Today:</p>

		PPP Proposal
	Due Today: Homework:	
Oct 20 Class Activities: Summarizing information at Work Reading: SWW Chapter 9 (423-444)	Oct 22 Class Activities: Collaborative Writing and Meeting Reading: SSW Chapter 3	Oct 24 Comparing Proposals and Reports; Features of the formal long Report Reading: SWW Chapter 15
Oct 27 Proposal Writing: Abstract and front matter Due Today: Work on PPP	Oct 29 Proposal Writing: the body Class Activities: Due Today: Homework: Work on PPP	Oct 31 Proposal Writing: back matter Class Activities: Due Today: Homework: Work on PPP
Nov 03 Citation and grammar Homework:	Nov 05 Time to work on PPP with partners in class	Nov 07 Time to work on PPP with partners in class
Nov 10 Successful Oral Presentations at Work Reading: SWW Chapter 16	Nov 12 Effective PowerPoint Presentation Reading: article on PowerPoint Presentation (located in the eCampus)	Nov 14 Time to work on PowerPoint Presentation in Class
Nov 17 Time to work on PowerPoint presentation with partners in class	Nov 19 Time to work on PPP rhetorical analysis in class	Nov 20 Time to polish and rehearse presentation in class
Nov 24 NO CLASS – Fall Break	Nov 26 NO CLASS – Fall Break	Nov 28 NO CLASS – Fall Break
Dec 01 Student Presentations	Dec 03 Student Presentations	Dec 05 Student Presentations

Dec 08 Course Conclusion Due Today: Final Portfolio		Friday: Portfolio pick-up
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