

EN 215 Business & Professional Writing

Saint Anselm College, Manchester, NH

Traditional Upper Level Writing Course

Written & Developed by Jason Bellipanni (2015)

I. Proposal for the Introduction of a New Course:

Department: English
 Title of Course: EN 215 Business & Professional Writing

Catalog Description: Students will plan, produce, edit, and adapt both the content and the structure of their writing to successfully address specified business and professional audiences. Students will develop a portfolio of writing that includes revised and polished samples of business correspondence, reports, formal proposals and presentations.

Faculty Member Proposing: Meaghan Cronin and Luke Miller (course designed by Jason Bellipanni)

Duration of course: One Semester X Two semesters

Initial Offering: Semester SPRING Academic Year 2015

Prerequisites for the Course: EN 105

Open to:	General Students	<u>X</u>	Majors Only	<u></u>
	Freshmen	<u></u>	Sophomores	<u>X</u>
	Juniors	<u>X</u>	Seniors	<u>X</u>

Has the course proposal been formally approved by the department?
 (Proposals must be approved prior to being submitted for sub-committee review.)

Will the course be a permanent offering in the department? YES

How frequently will the course be offered?

Does this course deal with material or issues dealt with in a course offered by another department? NO

If so, does that department support the approval of this course?

Please include with the Proposal Form the following:

I. A sample course syllabus

The syllabus will a) describe the format of the course (lecture, seminar, tutorial, internship, field study);

b) identify the major topics/issues to be covered in the course; e) present the writing requirements of the course; d) identify required readings.

II. A narrative which justifies the course educationally and addresses the issues of resources and audience.

The following specific topics and questions should be answered in the narrative:

a. Educational Justification

- How does the course contribute to the mission of the College?

I. Sample Course Syllabus

II. Sample Course Syllabus

Course Title: ENG 215 Business & Professional Writing
Course Instructor: Professor Jason Bellipanni
Office: Joseph Hall 207
Office Hours: Monday 10:30-1:00 & by appointment
E-mail: jbellipanni@anselm.edu
Classroom: Gadbois 101



A. Course Description:

Success as a communicator in the business environment requires the ability to compose clear, concise, and comprehensible copy. In this course, students learn techniques for clarifying purpose, understanding audience expectations, and organizing ideas. Students will plan, produce, edit, and adapt both the content and the structure of their writing to successfully address specified business and professional audiences. Vocabulary development, document organization and structure, correct grammar and punctuation usage, and revision practices will reflect the particular demands of a business workplace environment. Students will develop a portfolio of writing over the course of the semester that includes revised and polished samples of business letters, memos, reports, email messages, summaries, resumes, and proposals.

B. Required Text & Materials:

- TEXTBOOK: *Writing That Works: Communicating Effectively on the Job*. Walter E. Oliu, Charles T. Brusaw, Gerald J. Alred. Vol. Eleventh Edition. Boston: Bedford/St. Martin's, 2012. Book. ISBN-10: 1457611139 ISBN-13: 978-1457611131
- WEBSITE: Moxley, Joseph M. *Writing Commons: home*. 1 January 2009. Website. 5 August 2014.
- SAKAI: Readings & Handouts

C. Course Objectives

- Apply the writing process through invention, drafting, revision, editing, and presentation and demonstrate a command of standard grammar, spelling, and punctuation in business communication
- Plan, produce, edit, and adapt the following rhetorical strategies to writing that addresses specified audiences and well-defined goals: definition, description, process, summary, explanation, persuasion, compare/contrast, cause/effect and division/classification
- Comprehend the content, audience focus, and organizational strategy of various kinds of technical materials in a variety of workplace genres including resumes, procedures, proposals, reports, correspondence: letters, emails, and memos.
- Analyze written and verbal communications and evaluate their usefulness, relevance, rhetorical components, and stylistic elements according to standard business practices
- Conduct research using a broad range of sources, synthesizing and judging the quality of collected information
- Identify the ethical and legal obligations required in the business environment and apply the principles for ethical communications using a variety of writing platforms.
- Apply strategies to avoid the hazards and harness the benefits of using technology in business writing and communication

I. Sample Course Syllabus

D. Course Requirements & Assignments:		
Unit #1: Writing, Style & Tone: Business Communication	<i>Writing 2-3 pages</i> <ul style="list-style-type: none">• Summary & Analysis 1 pg• Peer Review A	<i>Reading 100 pgs</i> <ul style="list-style-type: none">• Chapter 1 The Writing Process• Chapter 3 Writing the Draft
Unit #2: Business Correspondence	<i>Writing 3-5 pages</i> <ul style="list-style-type: none">• Business Correspondence 2 pages• Peer Review B	<i>Reading 77 pages</i> <ul style="list-style-type: none">• Chapter 8 273-313 40 PAGES• Chapter 9 Writing Business Correspondence 313-350 37 pgs
Unit #3: Rhetorical Analysis of an Article	<i>Writing 2-3 pages</i> <ul style="list-style-type: none">• Article Analysis 2-3 pages• Peer Review C• Analysis Presentation	<i>Reading 20 pages</i> <ul style="list-style-type: none">• HANDOUTS 20 PAGES
Unit #4: Informal Reports	<i>Writing 2-3 pgs</i> <ul style="list-style-type: none">• Report 2-3 pages• Peer Review D	<i>Reading 28 pgs</i> <ul style="list-style-type: none">• Chapter 10 Informal Reports
Unit #5: Formal Report/Proposal	<i>Writing 8-10 pages</i> <ul style="list-style-type: none">• Proposal 8-10 pages• Proposal Presentation 3-4 pgs	<i>Reading 89 pgs</i> <ul style="list-style-type: none">• Chapter 13 Proposals• Chapter 14 Giving Presentation
Unit #6 Business Writing & Technology	<i>Writing 3-5 pages</i> <ul style="list-style-type: none">• Website analysis 1-2 pgs• Website Biography Profile 2-3 pages	<i>Reading 32 pgs</i> <ul style="list-style-type: none">• Chapter 15 Writing for the Web
FINAL EXAM-Final Portfolio Presentation & Review	<ul style="list-style-type: none">• Portfolio Presentation	

E. Assessment of objectives

Assignments will be evaluated on content, use of appropriate business writing formats, professional voice and style, understanding of and tailoring to their audience, layout, and design. General writing characteristics, such as coherence, flow, sentence and paragraph development, clarity, correctness, and grammar will also be evaluated

F. Course Type & Teaching Methods

II. Narrative

III. Narrative

1. Educational Justification

“Business and Professional Writing” is a course that supports the college’s focus on improving the writing of all students by offering an upper level writing course that will develop students’ ability to express facts and ideas correctly and persuasively in business and technical documents. “Business and Professional Writing” has been developed to fulfill the writing intensive course requirement and will be available to sophomores, juniors and seniors. Upon approval, the course will be considered for inclusion as a requirement within the sequence of applicable majors (i.e. economics, business, finance, communication, etc.) majors. While EN 105 addresses many aspects of academic writing, Saint Anselm College does not currently offer any writing courses that focus on the writing skills and document creation required by business. Students in “Business and Professional Writing” will develop the ability to communicate clear, concise messages to their intended audiences, using appropriate, business-specific writing conventions in a variety of technical materials including resumes, procedures, proposals, reports, and correspondence (letters, emails, and memos). In addition to developing a clear and effective business writing style, students will sharpen their critical thinking and persuasive skills as they construct complex and logical arguments using relevant and credible supporting materials. “Business and Professional Writing” will stress the importance of writing as a tool for analyzing business writing while also preparing students to produce exemplary business and technical documents. Each student will compile a portfolio of relevant business and professional documents.

2. Resources

EN215 Business and Professional Writing will require the use of technology as well as access to the library databases. Laptops will be used in class, and students will learn how to adapt business and technical writing formats for electronic delivery. Students will develop both a physical portfolio and an e-portfolio over the course of the semester. The course will be taught in a smart classroom, but will not require the purchase of any additional equipment.

Business and Professional Writing is not replacing an existing course, but strengthening the college’s overall writing program. So long as the incoming freshman class remains at 510-530 students, if 2-3 sections of Business Writing are offered in a fall semester and 2-3 in a spring semester, the English department believes it will be able to staff the course with currently employed adjunct instructors without employing additional instructors. If the course is strongly recommended or even required for majors in the Economics and Business department, the English department would need to hire additional instructors or add a full-time line for an Assistant Professor of Writing (presumably a person who could teach any of the department’s courses in writing).

3. Audience

“Business and Professional Writing” will appeal to a majority of students as an elective, and the course will help new students meet the college’s requirement for writing-intensive and/or writing courses. Since the course is business related, the offering will appeal to those students who are interested in pursuing degrees in business, economic, or finance at the college.

Course Title: EN 215 Business & Professional Writing

Course Instructor: Professor Jason Bellipanni

Office: Alumni 77

Office Hours: Monday 10:30-1:00 & appointment

E-mail: jbellipanni@anselm.edu

Classroom: ALUMNI 16

Class time: MWF 9:30am -10:20am



Course Description:

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LAPTOP COMPUTER: Bring to class

WEBSITE: Moxley, Joseph M. *Writing Commons: home*. 1 January 2009. Website. 5 August 2014.

SAKAI: Readings & Handouts

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- Apply strategies to avoid the hazards and harness the benefits of using technology in business writing and communication Assessment of objectives

Course Type & Teaching Methods

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This course will be taught using both lecture and workshop formats. I will present information on each type of writing; we will then discuss examples and frequently practice developing a sample. You will be asked to bring in rough drafts of your major writing ASSIGNMENT, which you will discuss in small groups with other students. We will also discuss readings, both as models and for their relevant content. Because this is a workshop and discussion based course, attendance and participation are particularly important. Much of the instruction will be presented orally, rather than in the textbook.

COURSE REQUIREMENTS:

1. **Writing ASSIGNMENT:** Completed papers range from one to five typewritten pages in length. Note: Each assignment's grade includes an evaluation of your draft work and revision.
2. **Formal Proposal 8-10 page—including several written ASSIGNMENT/drafts** Note: Each assignment's grade includes an evaluation of your draft work and revision.
3. **Portfolio Presentation**
4. **ATTENDANCE** → MORE THAN 3 ABSENCES WILL LOWER YOUR FINAL GRADE. You will be allowed *3 absences* without penalty. I do not distinguish between "documented" and "undocumented" absences. For each additional absence beyond 3, your final grade will be lowered one-third of a letter grade (e.g., with 4 total absences, a Final Course Grade of B- becomes a C+)
5. **.Plagiarism Policy:** I reserve the right to give any student who knowingly plagiarizes **a failing grade for this class**. I reserve the right to ask students for earlier drafts of their work and to examine source material. If you have questions about source material or citation mechanics, please refer to <http://www.anselm.edu/Library/Research-Help/Research-Tutorials/Academic-Integrity.htm>
6. **Saint Anselm College Policy on the Use of Electronic Devices:** The Office of the Dean prohibits the use by students of cell phones, pagers, PDAs, or similar communication devices during scheduled classes. Text messaging or accessing information on these devices is likewise forbidden. All such devices must be put in a silent (vibrate) mode and ordinarily should not be taken out during class.
7. **Email:** Official communication outside of class will take place through campus email. Please make sure you have an active Anselm.edu account, and that you check it regularly. If you are emailing me, please do so through your Anselm account.

8.

- **GRADING:**

Writing Assignments	400	Points	40%
Formal Proposal	200	Points	20%
Assignments & Quizzes	200	points	20%
Portfolio Presentation	100	points	10%
Final Exam	100	points	10%

COURSE WORK	DUE DATES
INTRODUCTION: BUSINESS COMMUNICATION	
ASSIGNMENT 1-TOPIC AUDIENCE & PURPOSE	Fri Jan 16
WORST RESPONSE	Fri Jan 16
MEMO TO STUDENT	Fri Jan 16
BEST RESPONSE	FRI JAN 23
CREATING A BUSINESS WRITING RUBRIC	FRI JAN 16
PEER REVIEW RUBRIC	MON JAN 19
ASSIGNMENT 2 MEMO TO INSTRUCTOR	MON JAN 19
AUDIENCE: BUSINESS LANGUAGE & TONE	
QUIZ CH 2&3	Mon Jan 26
ASSIGNMENT 3 AUDIENCE ARTICLE ANALYSIS	Mon Jan 26
DECODING A MEMO (WORKSHEET 9)	FRI JAN 30
DECODING A LETTER (WORKSHEET 10)	FRI JAN 30
WORDINESS 1 REWRITE	FRI JAN 30
BUSINESS PUNCTUATION	FRI JAN 30
QUIZ CH.8	MON FEB 2
ASSIGNMENT 4 TONE-EMAIL	MON FEB 2
BUSINESS CORRESPONDENCE:LETTERS & EMAIL	
3 EMAIL RESPONSES	FRI FEB 6
PEER REVIEW-3 EMAIL RESPONSES	MON FEB 9
QUIZ CH. 9	MON FEB 9
ASSIGNMENT 5 BUSINESS LETTER	MON FEB 9
ASSIGNMENT 7 REVISION 3 EMAIL RESPONSES	MON FEB 13
ASSIGNMENT 6 PEER REVIEW BUSINESS LETTER	FRI FEB 13
ASSIGNMENT 8 REVISION BUSINESS LETTER p.346#8	MON FEB 16
ASSIGNMENT 9 GROUP EXERCISE 1 p.347	MON FEB 16
INFORMAL REPORTS & RESEARCH	
ASSIGNMENT 10 research project #1 p.348	FRI FEB 20
ASSIGNMENT 11 INFORMAL REPORT #6 P.374	MON FEB 23
QUIZ CH. 10	MON FEB 23
ASSIGNMENT 12 REVISED INFORMAL REPORT	FRI FEB 27
WORDINESS 3	FRI FEB 27
FORMAL REPORTS & PRESENTATIONS	
QUIZ CH. 11	MON MAR. 9
ASSIGNMENT 13 FORMAL REPORT #7 P.411	MON MAR 16
ASSIGNMENT 14 PEER REVIEW	FRI MAR 20
ASSIGNMENT 15 FINAL DRAFT FORMAL REPORT	MON MAR. 23
ASSIGNMENT 16 PRESENTATION FORMAL REPORT	MON MAR 23-FRI MAR 27
QUIZ CH. 13	MON MAR. 30
PROPOSALS & PORTFOLIOS	
ASSIGNMENT 17 P.491 Proposal OUTLINE	WED APR. 1
QUIZ CH. 14	WED APR
ASSIGNMENT 18 P.491 PROPOSAL ROUGH DRAFT	MON APR. 13
ASSIGNMENT 19 PEER REVIEW	FRI APR. 17
ASSIGNMENT 20 FINAL DRAFT PROPOSAL	MON APR. 20
QUIZ CH.15	MON APR. 20
ASSIGNMENT 21 OUTLINE Proposal Presentation	WED APR. 22
ASSIGNMENT 22 PROPOSAL Presentation	WED APR 22-27
ASSIGNMENT 23 WEBSITE BIOGRAPHY	WED. APR 27
ASSIGNMENT 24 Writing PORTFOLIO	WED. APR.27
ASSIGNMENT 25 FINAL EXAM	FRIDAY MAY 1 9:00AM