EN 215 Business & Professional Writing

Saint Anselm College, Manchester, NH Traditional Upper Level Writing Course

Written & Developed by Jason Bellipanni (2015)



Proposal for t	he Introduction	on of a New Co	urse:					
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:		Meoghan Cronin and Luke Miller (course designed by Jason Bellipanni)						
Duration of course:		One Semester		Χ	Two semesters			
Initial Offering:		Semester	SPRING		Academic Year	2015		
Prerequisites for	the Course: El	N 105						
Open to:	General Students	X		Majors	Only _			
	Freshmen			Sophon	nores		Χ	
	Juniors	X		Seniors			Χ	
Has the course p	proposal been	formally appro	ved by t	he depa	rtment?			
(Proposals must	be approved	prior to being s	submitte	d for sub	o-committee	review.)		
Will the course be a permanent offering in the department?							YES	
How frequently								
Does this course deal with material or issues dealt with in a course offered by another department?						l by	NO	
If so, does that o		ipport the appr	oval of t	his cours	se?			

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. <u>A narrative</u> 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 2-3 pages	Reading 100 pgs					
Writing, Style & Tone: Business							
Communication	Summary & Analysis 1 pg	Chapter 1 The Writing Process					
	Peer Review A	Chapter 3 Writing the Draft					
Unit #2:	Writing 3-5 pages	Reading 77 pages					
Business Correspondence							
	Business Correspondence	Chapter 8 273-313 40 PAGES					
	2 pages	Chapter 9 Writing Business					
	Peer Review B	Correspondence 313-350 37 pgs					
Unit #3:	Writing 2-3 pages	Reading 20 pages					
Rhetorical Analysis of an							
Article	Article Analysis 2-3 pages	HANDOUTS 20 PAGES					
	Peer Review C						
	Analysis Presentation						
Unit #4:	Writing 2-3 pgs	Reading 28 pgs					
Informal Reports							
	Report 2-3 pages	Chapter 10 Informal Reports					
	Peer Review D						
Unit #5:	Writing 8-10 pages	Reading 89 pgs					
Formal Report/Proposal							
	Proposal 8-10 pages	Chapter 13 Proposals					
	 Proposal Presentation 3- 	Chapter 14 Giving Presentation					
	4 pgs						
Unit #6 Business Writing &	Writing 3-5 pages	Reading 32 pgs					
Technology		Chapter 15Writing for the Web					
	Website analysis 1-2 pgs						
	Website Biography						
	Profile 2-3 pages						
FINAL EXAM-Final Portfolio	 Portfolio Presentation 						
Presentation & Review							

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

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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Gerald J. Alred. Vol. Eleventh Edition. Boston: Bedford/St. Martin's;, 2012. Book. ISBN-

10: 1457611139 ISBN-13: 978-1457611131

LAPTOP COMPUTER: Bring to class

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

SAKAI: Readings & Handouts

Course Objectives

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 audiences and well-defined goals: definition, description, process, summary, explanation, persuasion,
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- Conduct research using a broad range of sources, synthesizing and judging the quality of collected information
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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
- **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 devises 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.

GRADING:

8.

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%

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ASSIGNMENT 24 Writing PORTFOLIO WED. APR.27	ASSIGNMENT 24 Writing PORTFOLIO	WED. APR.27
ASSIGNMENT 25 FINAL EXAM FRIDAY MAY 1 9:00AM		