

WRITING FOR BUSINESS ENG 116-35

INSTRUCTOR INFORMATION

Name: Megan Doney
Email: mdoney@nr.edu
Phone: 540-674-3600, ext. 4257 or ext. 4146 at the mall site
Office: Godbey 26; Mall site, Cubicle 2
Office hours: Posted in Blackboard

IMPORTANT:

- The recommended browser to use with the current version of Blackboard is Mozilla Firefox. Other browsers are inconsistent in their performance with Blackboard. When taking tests or quizzes, USE a wired connection.
- Check your VCCS email regularly and respond/keep in touch with your instructor.

COURSE DESCRIPTION

Description: Develops ability in business writing through extensive practice in composing business correspondence and other documents. Guides students in achieving voice, tone, style, and content appropriate to a specific audience and purpose. Includes instruction in formatting and editing. Introduces students to business discourse through selected readings.

Prerequisite: Satisfactory score on appropriate English placement examination (Virginia Placement Test: English 111 level) and 4 units of high school English.

Credits: 3

Proctored Assessments: No assessments for this course require a proctor.

Online Activities: Required

COURSE MATERIALS

Textbook: Essentials of Business Communication, 10th edition, by Mary Ellen Guffey, South-Western Cengage Learning.

Note: NRCC assumes no liability for virus, loss of data, or damage to software or computer when a student downloads software for classes.

The Student's Guide to Distance Education is available at <http://www.nr.edu/de/pdf/stuguide.pdf>.

COURSE INFORMATION

Prepared by: English Faculty

Approved By: Mrs. Sarah Tolbert-Hurysz

A. INTRODUCTION

This is a Distance Education course designed specifically for those students whose learning styles are best served by providing instructional opportunities beyond the traditional classroom setting.

B. COURSE OUTCOMES

Upon the successful completion of this course, the student will be able to:

- A. Demonstrate knowledge of the forms and purposes of the more commonly used letters, memorandums, and other kinds of business writing, including short reports and generate each.
- B. Distinguish the theory and concepts of the communication process, especially as they apply to business situations and behavior.
- C. Increase the ability to inform and convince others through the use of written and spoken language.
- D. Communicate information and ideas in written form by
 - 1. Applying a clear, concise, convincing, and correct writing style that is adapted to the readers of the message.
 - 2. Meeting high standards of physical presentation in preparing business messages.
- E. Analyze written and spoken communication and its appropriateness for the business office setting.
- F. Prepare and deliver a business presentation to inform, instruct, or orient colleagues.

C. COURSE CONTENT

In ENG 116 students may be asked to do the following:

- A. Complete objective tests on all assigned chapters and on the review of punctuation and usage rules for business writing.
- B. Perform exercises based on information presented in the texts.
- C. Write memorandums using correct format.

- D. Write the following types of letters according to guidelines given in the text and “discussion, instruction, or interaction” through Blackboard, primarily Collaborate, as the instructor chooses and submitted as attachments using NRCC email:
 - 1. A letter of order, inquiry, or direct request, and a letter of acknowledgment
 - 2. A good news letter
 - 3. A "bad news" letter
 - 4. An unsolicited or solicited sales letter
 - 5. A collection letter
 - 6. A letter of application and resumé
 - 7. A follow-up letter
 - 8. A personnel evaluation
 - 9. A letter of international correspondence.
- E. Edit letters to make them more effective.
- F. Write an analysis of letters according to the principles of effective business writing given in lectures and in the text.
- G. Write an informal report (teacher approval of focus).
- H. Complete a project using technology, specifically PowerPoint, as an aid to delivery (teacher approval of topic or focus).

D. GRADING/EVALUATION

- 1. The final grade for the course will be determined as follows:

Discussion Activities/Participation (Bb Discussion Board or Collaborate or both)	5%
Assignments (writings and grammar assignments, quiz, Unit Test)	45%
Informal Report	15%
Presentation	20%
Final Exam	15%

- 2. Grading Scale:

A	90- 100%
B	80 - 89%
C	70 - 79%
D	60 - 69%
F	Below 60%

E. WITHDRAWAL POLICY**Student Initiated Withdrawal Policy**

A student may drop or withdraw from a class without academic penalty during the first sixty percent (60%) of a session. For purposes of enrollment reporting, the following procedures apply:

- a. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student will be removed from the class roll and no grade will be awarded.
- b. After the add/drop period, but prior to completion of sixty percent (60%) of a session, a student who withdraws or is withdrawn from a course will be assigned a grade of "W." A grade of "W" implies that the student was making satisfactory progress in the class at the time of withdrawal, that the withdrawal was officially made before the deadline published in the college calendar, or that the student was administratively transferred to a different program.
- c. After that time, if a student withdraws from a class, a grade of "F" will be assigned. Exceptions to this policy may be made under documented mitigating circumstances if the student was passing the course at the last date of attendance.

A retroactive grade of "W" may be awarded only if the student would have been eligible under the previously stated policy to receive a "W" on the last date of class attendance. The last date of attendance for a distance education course will be the last date that work was submitted.

Late withdrawal appeals will be revised and a decision made by the Coordinator of Admissions and Records.

No-Show Policy

A student must either attend face-to-face courses or demonstrate participation in distance learning courses by the last date to drop for a refund. A student who does not meet this deadline will be reported to the Admissions and Records Office and will be withdrawn as a no-show student. No refund will be applicable, and the student will not be allowed to attend/participate in the class or submit assignments. Failure to attend or participate in a course will adversely impact a student's financial aid award.

Instructor Initiated Withdrawal

Since attendance is not a valid measurement for Distance Education (DE) courses, a student may be withdrawn due to non-performance. A student should refer to his/her DE course plan for the instructor's policy.

In accordance with the No-Show Policy, a student who has not attended class or requested/accessed distance learning materials by the last day to drop the class and receive a refund must be withdrawn by the instructor during the following week. No refund will be applicable.

The student will be notified of the withdrawal by the Admissions and Records Office. An appeal of reinstatement into the class may be approved only by the instructor.

F. CHEATING/PLAGIARISM POLICY

To plagiarize is “To use and pass off as one’s own the ideas or writings of another.” (Definition adapted from the American Heritage Dictionary.) Remember that plagiarism includes lifting words or ideas from Internet sites, as well as copying from print sources.

G. DIVERSITY STATEMENT

The NRCC community values the pluralistic nature of our society. We recognize diversity including, but not limited to, race, ethnicity, religion, culture, social class, age, gender, sexual orientation and physical or mental capability. We respect the variety of ideas, experiences and practices that such diversity entails. It is our commitment to ensure equal opportunity and to sustain a climate of civility for all who work or study at NRCC or who otherwise participate in the life of the college.

New River Community College does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Dr. Mark C. Rowh, Vice President for Workforce Development and External Relations, 217 Edwards Hall, 540-674-3600, ext. 4241.

H. DISABILITY STATEMENT

If you are a student with a documented disability who will require accommodations in this course, please register with the Center for Disabilities Services located in the Advising Center in Rooker Hall for assistance in developing a plan to address your academic needs.