



ENGL 3115: Advanced Business and Professional Communication

| 2023 Summer Session | |
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| Total Class Sessions: 25 Class Sessions Per Week: 5 Total Weeks: 5 Class Session Length (Minutes): 145 Credit Hours: 4 | Instructor: Staff Classroom: TBA Office Hours: TBA Language: English |

Course Description:

This course is on the study of English writing in business environments. We will introduce the skills and strategies needed to write with conciseness, coherency and clarity, which is essential for effective communication in business. We will also discuss the different styles of business writing and the importance of knowing your audience to decide the best approach to inform and persuade them. Upon successful completion of the course, students should be able to have developed the ability to write effective employment communications and business correspondence, including resume, cover letter, application letter, business proposals, reports and presentations.

Course Material:

Excellence in Business Communication, 12th edition, by John V. Thill and Courtland L. Bovee

Course Assignments:

Readings:

A list of readings will be assigned throughout the course, which will help you better understand the skills and strategies used in business writing. You are expected to complete these readings as scheduled though this task will not be graded by the Instructor.

Written Assignments:

1.Resume

a.You are required to submit a copy of your resume before the end of Week 1. The purpose of this task is not so much as writing a perfect resume and impressing a potential employer. It is more about trying to get you started in the whole process of business writing. So if you think your resume is not as shiny as you expect it to be, please do not worry. However, that does not mean you should not bother spending time writing and polishing it to make it a good piece of work.

b.By the end of Week 3, you are required to submit a renewed resume, which may not necessarily be much more detailed than the first one. However, after three weeks into the course, we do expect to see improvements and the progress you have made in your learning. The second resume should be accompanied by a cover letter and a thank you letter as well.

**2.Email**

Suppose you are the manager of a restaurant and have recently received a written complaint from a customer by Email. You are to write a response to this customer who “had the most awful dining experience of my life” at your restaurant.

In your response to this unsatisfied customer, you should try to be both “sympathetic” – seeing things from the customer’s side and “firm” – making the assertion how your restaurant always values customers’ needs and aims to provide the best food and service. Remember, the customer can be very unreasonable sometimes. However, it is your job to try to maintain a positive tone and be as professional as possible in your Email message.

3.Business Proposal

The business proposal will be the last written assignment and may be the most complex and difficult task assigned. Suppose you are a salesperson of a firm. You need to make a sales proposal that you think can increase the firm’s profits in the short run and also help with the sustainable development of the firm in the long run.

To complete this task, you will need to gather research, analyze your firm’s strengths and weaknesses, your opponent’s advantages and disadvantages, anticipate potential questions and objections and follow up.

This task is of great importance as it gives you an opportunity to apply what we have learned throughout the course and practice your writing skills in real business scenarios.

Please remember, this is a business writing course and you are expected to write in a professional manner. Your completed work will be graded on both content and mechanics. Therefore, please pay attention to your grammar and spelling in your writing. A physical copy of all three written assignments is required and must be turned in by the due date.

Detailed information on the written assignments will be given in Week 1.

Course Assessment:

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| Resume | 35% |
| Email | 25% |
| Business Proposal | 40% |
| Total | 100% |

Grading Scale (percentage):

| A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | D- | F |
|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----|
| 98- 100 | 93- 97 | 90- 92 | 88- 89 | 83- 87 | 80- 82 | 78- 79 | 73- 77 | 70- 72 | 68- 69 | 63- 67 | 60- 62 | <60 |

Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.



Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

Course Schedule:

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| 1 | Introduction to Business Writing The Importance of Professional Writing in Business Contexts Relationship between Effective Writing and Effective Communication | Readings Guidelines on Written Assignments Resume Due |
| 2 | Skills and Strategies used in Business Writing: APA Style Drafting and Revising How to Conduct Research Questionnaire and Survey Preparation Audience analysis Data Collection Primary and secondary Data | Readings Questionnaire and Survey Design |
| 3 | Skills and Strategies used in Business Writing: Avoiding Plagiarism Using Citations and Bibliographical Information Writing an Appendix Documentation Employment Communications and Business Correspondence: Resume Email and Routine Messages | Readings Email writing |
| 4 | Correspondence: Application Letter | Readings Arrange a Business |



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| | Memorandum Reports Business Proposal Writing with a Positive Tone How to Convey Bad News | Proposal |
| 5 | How to be Persuasive in Writing Coordination and Subordination Techniques Visual Communication in Business Writing Interculturally | Class presentation about the business Proposal Business Proposal Documentation Due |