



ENGL 3110: Business Writing

2021 Winter Session	
Total Class Sessions: 25 Class Sessions Per Week: 6 Total Weeks: 4 Class Session Length (Minutes): 145 Credit Hours: 4	Instructor: Staff Classroom: TBA Office Hours: TBA Language: English

Course Description:

Good business writing skills is critical for the success in business. This course will study the rhetorical principles and writing practices necessary for producing effective business letters, resume, memos, reports, proposals and collaborative projects in professional contexts. Upon completion, students are expected to develop a systematic approach to planning and writing effectively in business areas based on the purpose, audience, situation, and medium. students will also develop and present a report or proposal of a business-related issue based on research and analysis.

Learning Objectives

1. Write with conciseness, coherency and clarity, that is easy to understand and use logical arguments and effective organization in your writing
2. Think critically about rhetoric and audience awareness
3. Collect, evaluate and synthesize information from a broad range of sources
4. Apply visual design techniques in your writing
5. Respond to the various categories of business correspondence including resume, cover letter, application letter, business proposals, reports and presentations
6. Proofread and edit documents accurately

Course Format and Requirements:

In this course, we will use a variety of learning methodologies, including lectures, visual aids, case studies, class discussions, self-assessment, peer review, critique and feedback. However, the most important is student's active engagement and participation.

Course Materials:

1. *Business Communication Essentials*, 6th Edition, by Courtland L Bovee, John V. Thill, and Jean A Scribner. 2018.
2. *Business English: The Writing Skills You Need For Today's Workplace*, 6th Edition, by Andrea B. Geffner. 2016.

**Course Assignments and Assessment**

Assignment 1: Memo and Email	10%
Assignment 2: Resume, Application letter and Cover letter	20%
Assignment 3: White paper	20%
Assignment 4: Business Report	20%
Final Project: Proposal(20%) +Presentation(10%)	30%
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:

Week/Class	Topics and Activities
Week 1/Class 1	Course introduction, course syllabus and academic integrity code
Week 1/Class 2	The characteristics of business writing Introduction to writing process(Researching, Planning, Drafting, Revising , Editing)



Week 1/Class 3	Academic Writing Vs Business Writing Golden rules for business writing
Week 1/Class 4	Routine business correspondence: Writing memo and Email Class activities: Introduction to assignment 1: Memo and Email
Week 1/Class 5	Business Letters Positive and Negative Letter Packet
Week 1/Class 6	Class activity: Assignment 1: Memo and Email: self-evaluation and peer-review
Week 2/Class 7	Job Application process Resume, Application letter and Cover letter
Week 2/Class 8	Job Application process Resume, Application letter and Cover letter
Week 2/Class 9	Class activity: <u>Assignment 1: Memo and Email Due</u> Introduction to Assignment 2: Resume, Application letter and Cover letter
Week 2/Class 10	White Paper(Topics, Audience analysis, page design and visual)
Week 2/Class 11	White Paper(Topics, Audience analysis, page design, and visual)
Week 2/Class 12	Class activity: Assignment 2: Resume, Application letter and Cover letter Draft and checkpoint Introduction to Assignment 3: White paper
Week 3/Class 13	Report (format, page design, data collection, visual communication, introduction, body part and conclusion)
Week 3/Class 14	Report (format, page design, data collection, visual communication, introduction, body part and conclusion)
Week 3/Class 15	Class activity: Introduction to assignment 4: Business Report



	Assignment 3: White paper Draft and checkpoint
Week 3/Class 16	Proposal writing
Week 3/Class 17	Class activity: Introduction to Final Project
Week 3/Class 18	Class activity: Assignment 4: Business Report draft and checkpoint <u>Assignment 3: White paper Due</u>
Week 4/Class 19	Class activity: Brainstorm Proposal Topics
Week 4/Class 20	Proposal writing
Week 4/Class 21	Class activity: Final Project Draft and Checkpoint 1 <u>Assignment 4: Business Report Due</u>
Week 4/Class 22	Class activity: Final Project Draft and Checkpoint 2
Week 4/Class 23	Class activity: Final Project presentation
Week 4/Class 24	Class activity: Final Project presentation
Week 4/Class 25	Class activity: <u>Final Project Deliverable Due</u>