

MARION TECHNICAL COLLEGE
ENG 1200--BUSINESS COMMUNICATIONS
COURSE SYLLABUS

TEXTS REQUIRED:

1. ***Essentials of Business Communications***, 9th ed., Guffey; South-Western Cengage Publishing
2. ***The American Heritage Dictionary***, or ***Oxford American Dictionary***, or equivalent.

COURSE DESCRIPTION: (Prerequisite ENG 1000 or equivalent)

A focus on customer needs is essential for effective business communication. In this course, you will learn how to write clear, friendly letters tailored to specific situations with the customer in mind. You'll learn to write memos, proposals, and a long formal report with graphics based on your primary research. In addition, you will construct a personal "job package" consisting of a résumé, cover letter, and thank-you letter. All of these projects are designed to develop vital job skills.

GENERAL COURSE OBJECTIVES:

1. To write letters and reports clearly and concisely.
2. To organize letters and reports logically according to situation.
3. To organize letters psychologically according to the needs of the reader.
4. To organize a résumé which highlights the applicant's skills and qualities.
5. To improve job interviewing skills
6. To write business communications with a minimum of grammatical errors.
7. To correctly use various formats for business letters, memos, and reports.
8. To appreciate the importance of quality writing in the workplace.
9. To understand the etiquette and strategy for using electronic mail in business communication.
10. To create effective e-mail.
11. To understand the importance of business meeting organization, etiquette, and documentation.
12. To present information orally to an audience using effective organization, effective presentation technique, and effective, professional Power Point visual aids.

CORE COURSE COMPETENCIES:

The student should be able to demonstrate these skills after successfully completing this course:

1. Write logical, coherent phrases, sentences, and paragraphs, incorporating correct spelling, grammar, vocabulary, syntax, and punctuation. (For this class, this action should include specifically being able to have good word choice, mechanics, and appropriate sentence length and variety)
2. Adapt written communication appropriate to the diversity of the audience (For this class, this action should include good style, attractive format, and effective tone)

MTC COMPETENCY STATEMENT:

MTC believes that every graduate should possess a *common* set of skills regardless of the student's major. These skills are collectively called the College Graduate Competencies, or CGC's. The faculty has defined specific CGC's in five areas: Mathematics, Communications, Information Technology, Problem Solving and Decision Making, and Interpersonal and

Professional Behavior. These skills are taught, reinforced, and/or periodically measured in various courses throughout the curriculum in every degree program.

The progress a student makes in learning these skills is specifically measured in designated courses. This quarter, in this course, your progress in achieving competence in ENG 1160 will be measured and recorded, and the aggregate results analyzed. MTC faculty will use the results of this analysis to improve teaching, learning, and future student achievement. For additional information, visit www.mtc.edu and link to *academic programs*, then *assessment of learning*.

GENERAL COURSE POLICIES:

1. Attendance:
Attendance is required. Regular attendance is needed to help you achieve the seven general objectives. If you have an excused absence, please notify the instructor. Please arrange with a classmate to take notes and get handouts in case you are absent.
2. Late Work:
E-mail work to the instructor if you cannot be in class. Late work will be dropped one full grade except in cases of illness or emergency. For excused absences contact the instructor immediately. **Work will be accepted for one week after it is due except for exam week.** All work must be turned in before exam week except in emergency cases--cleared by the instructor.
3. Checking of Materials:
It is recommended that you have your résumé rough draft, questionnaire, table of contents, and formal report rough draft checked in class. These group checks serve as a free insurance policy. The instructor will circulate and answer questions.
4. Revision:
One unsatisfactory assignment may be revised within one week (dropped one grade according to department policy).
5. Quizzes:
No makeup. Extra quizzes will be given. If you are here for all, the lowest quiz grade(s) will be dropped.
6. Incompletes:
Only in case of emergency or illness will an incomplete be given. The student must have completed at least one-half of the course and be carrying a C or higher. The incomplete must be cleared ahead of time with the instructor.

Brief Survey of the Course:

The first section of the course is devoted to proposal writing and the research project. The second section is spent writing letters and the "Job Package," consisting of an application letter, résumé, and thank you letter. Later will be more instruction on letters and reports. The final section of instruction center on other business communication issues like meetings, interviews, e-mail, and other specific types of messages.

Requirements:

All assignments should be completed in Word or a similar software using the specified

format. Appearance and accuracy are important.

Letters will be graded on appearance, correctness, content, and tone. One spelling error can result in a grade of 'C' or less. Two spelling errors mean a grade of 'D' or less. (Such letters would be not deliverable on the job.) A sheet of criteria explains department policy in detail.

<u>COURSE GRADE:</u>	<u>Points</u>	<u>Scale:</u>	
Midterm exam	60	720 – 800	A
Participation: Labs, class, groups	40	640 – 719	B
Grammar Review Exercises	25	560 – 639	C
Quizzes	60	480 – 559	D
Job package	120	479 – below	F
Four Letters (25 pts. each).....	100		
Job interviewing practice and analysis	35		
Report, Presentation, Proposal.....	220		
Final Exam.....	<u>140</u>		
	TOTAL	800	

IMPORTANT: DOCUMENTATION

Briefly, plagiarism is the use of someone else's ideas or words without documentation. It can involve personal help from someone or it can involve the use of published material. It is important to identify your source by footnotes and bibliography. If you need help, please see your instructor, not someone else. (Transfer students who have NOT taken a research course should see a chapter on "Documentation" in a composition text.

Plagiarism is an offense punishable by an F. Such an offense is recorded on the student's record in the college files. A second offense can mean dismissal.

Time Management:

This course will require at least **two** hours, possibly three hours, out of class for every hour in class. Research for the project may take more. Plan your time well so that you can meet all due dates. Take advantage of any supervised class labs to work on projects. Turning your work in on time will help you earn maximum points for each piece of work.

MARION TECHNICAL COLLEGE
ENG 1200 ASSIGNMENTS

- NOTE:**
1. Readings are given for the date due. Readings are from the text for this course.
 2. Meet all deadlines for rough drafts so that you secure feedback for revisions.

SUGGESTION: Put all assignment "DUE" dates on your calendar at the beginning of the quarter. Turn in assignment on time, at the beginning of class, to receive full credit.

WEEK 1

Course Introduction : The philosophy of organizational communication

E-mail and Letter Formats and Styles; pp. A1-A9.

Reading for next class - Chapter 1

Handouts: Syllabus, Assignments, Letter handout.

Assign: One letter to introduce yourself. (25 pts.)

Proposals and Formal Reports, Chapter 10, pp. 278-295

Proposal assigned. (Project report due Week 15.)

Handout: Report example.

WEEK 2

*DUE: Letter of introduction (25 points).

*QUIZ: letter format.

Lecture: Collecting Data through Surveys.

Handout: Questionnaire example.

Skills Practice: Capitalization.

OPTIONAL: Rough draft of proposal.

*QUIZ: Questionnaires (know 10 guidelines).

WEEK 3

Lecture: Making a "self-inventory."

LAB: Start your skills list for résumé.

*DUE: Formal proposal

Assign: Job Package.

LECTURE: Résumés, Chapter 13, pp. 412-431.

- Handouts:
1. Criteria for Writing a Job Objective.
 2. Job Package Checklist.

WEEK 4

*DUE: List of your skills (twenty-five). Begin each one with an active verb.

Topic: Cover letters for résumés, pp. 431-438.

Lecture: Thank-you letters, pp. 158-159

Next Class: Questionnaire due (10 pts.)

*DUE: Typed questionnaire (10 points).

*QUIZ: Cover and thank-you letters. (Study book and lecture notes.)

Activity 1: Planning Business Messages, Chap. 2.

Activity 2: Creating Business Messages, Chap. 3 if time permits

Guest Speaker on MTC career services, résumé writing - either today or next class.

WEEK 5

Activity 2: Improving Writing Techniques, Chap. 3. Cont.

Guest Speaker on MTC career services, résumé writing - either today or previous class.

Suggested: Typed (or printed) draft of résumé. (How does your résumé look and fit on the page?)

Activity 3: Revising Business Messages, Chapter 4.

Brief Lecture: Patterns for direct letters.

LAB: Practice direct letter.

WEEK 6

Brief Lecture: Patterns for direct letters.

LAB: Practice direct letter.

*QUIZ: Chapters 2, 3, 4.

"Positive Messages", Chap. 6.

Discuss conferences to be held in Week 9

ASSIGNMENT: Direct letter (due Week 9).

WEEK 7

*DUE: Job package. (typed and in folder; include ad for job).

"Negative Messages", Chap. 7.

LAB: Start bad-news letter in class. (Memorize pattern for indirect letters.)

ASSIGNMENT: Indirect (bad news) letter (due class 14).

REVIEW for Midterm

WEEK 8

***MIDTERM:** Covers all previous assignments.

Return Midterm and discuss results

-**Sign-up** for conference on report for next two classes

-**Sign-up** for Practice Job Interview

BRING: Table of Contents (rough draft, 10 points). Bring to conference.

*Conferences on Project progress

WEEK 9

DUE: Direct letter (25 pts.)

Bring report example (given first week of quarter).

TOPIC: "E-mail" (Chapter 5).

*Conferences on Project progress

LECTURE: Job Interviewing (Chapter 14, pp. 415-445)

Discussion : Successful interviewing

WEEK 10

*QUIZ: Chapters 6, 7

TOPIC: "Communicating in Person", Chapter 11, 304-308

Handout: Progress update guide.

Film: Interviewing Advice

ASSIGNMENT: Progress Update (due class 15) (10 pts.)

WEEK 11

*DUE: Indirect letter (25 pts.)

"Creating Effective Graphics", Chap. 10, pp. 296 -300.

LAB: Construct a practice graphic in class groups.

(Start planning your graphics. Two required.)

DUE: Progress Update.

*QUIZ: Graphics.

Lecture: Business meeting guidelines, Chapter 11, pp. 348-353.

Handout: Recommendations for conducting business meetings.

WEEK 12

Discussion: Improving Telephone, Cell Phone, and Voice Mail Skills, Chapter 11, pp. 349-352-317 (if time permits)

Discussion: Job Interviewing, Chapter 14, pp. 450-470

Handout: Analyzing a Practice Job Interview and Interviewing Skills

Skills Practice: Editing for punctuation and grammar.

WEEK 13

Skills Practice: Writing numbers: Figures or words? (GM43-GM47)

Lecture: Oral presentations, visual aids, PowerPoint, Chapter 12, pp. 374-389.

Handouts: Presentation guidelines.

REMEMBER : Practice Job Interview using Web Cam (10 points)

WEEK 14

DUE: Job Interviewing Analysis (25 points)

*QUIZ: Writing of numbers (open book).

Lecture: Persuasive letters, Chapter 8.

Skills Practice: Editing for punctuation and grammar

Sales letters: Chapter 8, pp. 218-227.

Assign: Sales letter.

Skills Practice: Editing for punctuation and grammar.

WEEK 15

QUIZ: Persuasive and Sales Letters.

PRESENTATIONS: Oral summaries of report findings.

PRESENTATIONS: (cont.)

*DUE: Persuasive letter.

Review for Final - if time permits.

WEEK 16

FINAL EXAM Week! (Hey, it's over).