

English 351: Adv. Business Writing Summer 2024 (asynchronous online)

Instructor: Prof. Larry Morgan
Email: lmorgan@uwsp.edu

Welcome to Business Writing

In this course you have the opportunity to hone your workplace-oriented writing skills. We will produce a significant amount of writing, graded and ungraded, that should be useful and practical as you go forward in your chosen fields.

Course Objectives

By the end of the course, you will have considered how you can write effectively—beyond mere correctness—to accomplish specific aims with specific readers in various contexts on your job once you leave the University of Wisconsin-Stevens Point.

To accomplish this, we will:

- Write e-mail messages, letters, proposals, and reports
- Analyze the writing of classmates and of professionals in their workplace

Course Materials

Rent a copy of *Writing that Works: Communicating Effectively on the Job* (13th edition) by Oliu, Brusaw, and Alred.

Other requirements:

- Writing handbook/dictionary (or flag Part 4/Appendix (p. 557—Revision Guide) in the textbook)
- Reliable daily access to the course Canvas site
- UWSP email account that you check daily
- Work is to be done using MS Word

How You Will Earn Your Grade

The distribution of points (950 total) for final grades is as follows:

Three graded documents	500 pts.
Pair of emails (150 pts.)	
Internal proposal (200 pts.)	
Recommendation report (200 pts.)	
Quizzes (three)	30 pts.

Response to a final examination case study	260 pts.
Professionalism (Discussion/Participation)	110 pts.

How You Will Earn Professionalism Points

This class is your opportunity to practice informal and formal writing. The informal writing will entail posting discussion responses. (The three graded assignments listed on the previous page are considered formal writing.) Participating in discussions is our way of attending class and correlates with the Professionalism (Discussion/Participation) part of the final grade.

In an online class, each missed post or response is like an absence in a regular class.

There generally will be one prompt each day. Specific instructions will be included in a section at the end of the weekly “notes” and labeled “Task for the Day.” As a rule, you will be required to post an original response to the prompt and one or two responses (as specified) to the postings of other classmates. In this way, we can develop a conversation on topics presented in class. However, you can respond more than two times if you wish.

Your original response is worth up to 5 points and your follow-up response is worth up to 5 points for a total of 10 points a day. Since there will be about 11 post-and-respond in the course, discussions are worth 110 points.

Missing more than 20 percent of the discussions (daily tasks)—or about two days—will imperil your final grade, just as missing 20 percent of a full semester face-to-face class.

If a post or response isn’t submitted on time, there is no way to make up a missed response. After each deadline to post-and-respond, I will close the discussion.

Classroom AI Usage Policy

UWSP recognizes that we must prepare our students for workplaces in which the use of AI tools may be the norm rather than the exception, while also providing them with the core competencies needed to be ethical and responsible users of AI tools in their disciplines. However, every discipline requires mastery of some amount of fundamental knowledge and skills before higher-order tasks can be taken on. In English 351, this means learning to write or improving writing to develop the ability to use critical thinking and communication skill to write original text that is clear, concise, and correct. Using generative AI creates text that is not the writer’s original text and submitting such text

for a class assignment is unethical. As a result, the use of generative AI for the completion of graded coursework in English 351 is not allowed at UWSP.

An initial violation of this no-AI policy will require a discussion with Professor Morgan. Any subsequent violations of the no-AI policy; that is, using AI for a submitted assignment, will result in an 'F' for the assignment and potential referral to the Office of the Dean of Students.

Meaning of grades: Because the work in this class is based on writing in the workplace, the following correlation between grades you earn and workplace standards will apply:

A range	Yes! Manager would be impressed and remember the work when considering a promotion for you.
B range	Well, OK... Manager would be satisfied with the job, but not impressed, and ask for minor revisions before allowing clients and others to see the work.
C range	Hmmm... Manager would be disappointed and ask you to revise or rewrite sections before allowing clients and others to see the work.
D range	Ohmigosh! Manager would be troubled by the poor quality of the work.
F	Uh-oh... Manager would start looking for someone to replace you (or you committed plagiarism).

Points and letter grades

The total course points and associated final letter grades are as follows:

Course Grade	Total Points
A	893+
A-	855-892
B+	827-854
B	798-826
B-	760-797
C+	732-759
C	703-731
C-	665-702
D+	637-664
D	608-636
F	Less than 608

Reading Schedule

Week 1:

Tuesday, May 28

- Syllabus
- Introductions
- Chapter 1 (Audience and Purpose)

Wednesday, May 29

- Chapters 2 (Planning and Drafting Documents)

Thursday, May 30

- Chapter 7 (Writing Emails, Memos, and Letters)
- Quiz 1

Friday, May 31

- Chapter 8 (Writing Routine and Sensitive Messages)

Week 2:

Monday, June 3

- Chapter 5 (Designing Documents/Visuals)

Tuesday, June 4

- Chapter 12 (Proposals)

Wednesday, June 5

- Chapter 9 (Informal Reports)
- Quiz 2

Thursday, June 6

- Chapter 10 (Formal Reports)

Friday, June 7

- Chapter 11 (Instructions)

Week 3:

Monday, June 10

- Chapter 6 (Writing for the Web)

Tuesday, June 11

- Chapter 6, continued

Wednesday, June 12

- Quiz 3

Thursday-Friday, June 13-14

- Final Exam Case Study

Assignments

Assigned on	Assignment	Due on*
Thursday, May 30	Pair of emails	Tuesday June 4
Tuesday, June 4	Proposal	Friday, June 7
Friday, June 7	Recommendation report	Tuesday, June 11
Thursday, June 13	Final exam case study	Friday, June 14

- * **All assignments are due in the Assignments submission folder before the deadline. No late submissions will be accepted.**
- * **Technology glitches do not constitute valid excuses for lateness; waiting until the last minutes to submit an assignment can be perilous. To avoid computer problems, you should save frequently while working, and you should back up work saved on a hard drive to Dropbox, Office 365, etc. When submitting files to Canvas, you are responsible for selecting the correct file. If Canvas breaks down, contact UWSP IT technical support (itsvdesk@uwsp.edu or 715-347-4357).**
- * **Due date times will be Central Daylight Time (CDT). If you are somewhere other than the Central Time Zone, you will need to plan accordingly so you do not miss a deadline.**

Quizzes

Quiz	Chapters	Dates
Quiz 1	1-2	May 30-31
Quiz 2	5, 7, 8, & 12	June 5-6
Quiz 3	9, 10, 11, 12 & 6	June 12-13