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**Engl 313
Business Writing**

Course Guide

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English 313
Business Writing

University of Idaho
3 Semester-Hour Credits

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University of Idaho
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1-Engl 313

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Engl 313: Business Writing   **3 Semester-Hour Credits: UI**

Welcome!

Whether you are a new or returning student, welcome to the Independent Study in Idaho (ISI) program. Below, you will find information pertinent to your course including the course description, course materials, learning outcomes, as well as information about projects and grading. If you have any questions or concerns, please contact the ISI office for clarification before beginning your course.

Policies and Procedures

Refer to the ISI website at **www.uidaho.edu/isi** and select *Students* for the most current policies and procedures, including information on setting up accounts, student confidentiality, exams, proctors, transcripts, course exchanges, refunds, academic integrity, library resources, and disability support and other services.

Course Description

Principles and practice of effective business communication. Projects teach conventions of tone and style appropriate to the specific discourse situation in a variety of formats, including oral, written, visual, and multimedia genres. Prerequisite: Engl 102 or Equivalent; sophmore. UI students: General education: Communication.
Required: access to a computer, speakers and/or headphones
6 graded projects, no exams

> **This course is designed for students to work through each assignment sequentially. Students should plan on spending 18 weeks on this course; see each project for specific details. Grades and feedback on assignments may take up to three weeks after date of receipt by the instructor.**
>
> ALL assignments must be submitted to receive a final grade for the course.

Course Materials

Required Course Materials
This course does not require a textbook.

Course Delivery

All ISI courses are delivered through Canvas, an online management system that hosts the course lessons and assignments and other items that are essential to the course. Upon registration, the student will receive a *Registration Confirmation Email* with information on how to access ISI courses online.

Course Introduction

In this course will help students to build communication competencies identified by the US Department of Labor and industry focus groups as the most important to employers. In addition to problem solving and writing skills, employers list oral communication skills as among the most important for graduates.

Moreover, the ability to effectively apply these skills within intercultural contexts is highly valued in today's global workplace. Finally, business communication is increasingly produced across a wide variety of multi-media platforms requiring skills in aural, oral, textual, and visual literacies.

The projects in this course are designed to help you meet these challenges and successfully communicate in today's workplace.

Learning Objectives

After successfully completing this course, you will be able to:

- respond to a variety of rhetorical situations that arise within business environments complicated by ethical, political, social, and cultural concerns,

- learn and apply specific conventions used in US business communities such as tone, style, and genre and adjust those conventions to meet the needs of culturally diverse audiences,

- communicate solutions to rhetorical problems through a variety of print and electronic genre

Project Descriptions and Deliverables

Four of the six projects require you to compose both written and multimedia products. Students will use free easy-to-use cloud computing tools to compose these and will not need prior experience in creating multimedia communication products.

Project 1: Interpersonal Communication (15%). In this project, you will respond to a business case study requiring written communication to three different audiences using both external and internal workplace genres. Next, you will create a podcast about presentation speaking style.
- Email about 150 words; memo, about 500 words; letter, about 250 words
- Podcast, up to 3 minutes

Project 2: Visual Communication (15%). In this project, you will create a Public Service Announcements for a client and justify design choices in a screencast.
- PSA Billboard or Poster
- Screencast Design Justification, up to 3 minutes

Project 3: Intercultural Communication (15%). In this project, you will create an intercultural slidecast guide and an American idiom translation guide in print form for a business or organization whose employees will be soon be working in another country and culture.
- Intercultural Slidecast Guide, up to 5 minutes

- American Idiom Translation Guide, minimum of 20 idioms.

Project 4: Crisis Communication (25%). In this project, you will gather and analyze communication before, during, and after a crisis event using a research dossier in Evernote. You will then draw upon this research to write a white paper and compose a screencast that analyzes a spokesperson's apology.
- Research Dossier, length varies.
- White Paper, about 1500 words plus visuals.
- Screencast Presentation, up to 3 minutes

Project 5: Employment Outlook (20%). In this project, you will gather data and information from the United States Bureau of Labor about the employment outlook in your field of study (or one you are interested in) into a research dossier using Evernote. You will then draw upon this research to compose an employment outlook marketing-type white paper.

Project 6: Start a Professional Identity and Apply for a Job (10%) In this project, you will write a targeted cover letter and resume and create a LinkedIn profile.
- **Letter and Resume,** about 1 page for letter, and up to 2 for resume.
- **LinkedIn profile.**

1.1 **Course Pace.** Students have one year to complete the course from the date of enrollment. There are six projects in the course. Each has a schedule of steps with the estimated time it will take you to complete each step.

The minimum number of total hours you will need per project is as follows: project 1 (12 hours); project 2 (12 hours); project 3 (12 hours); project 4 (16 hours); project 5 (12 hours); project 6 (10 hours).

Students are strongly advised to work incrementally and allocate the time for 12 hour projects over 3 weeks; the 16 hour project over 4 weeks; and the 10 hour project over 2 weeks.

This means you will need a <u>minimum of 18 weeks to complete the course</u>.

1.2 **English Language Proficiency.** You must meet the standards of language proficiency as defined by the University of Idaho academic requirements to take English 317.

1.3 Technology Requirements.
- *Microphone.* Students are required to have a microphone. Most computers have an integrated microphone that will work fine for this course. If you need to purchase one, however, here are two inexpensive microphones that Canvas recommends: Logitech 1 ($14.99) and Logitech 2 ($19.99)

- *Reliable Backup.* You will need a reliable backup to store the latest drafts of your work other than the hard drive of your computer or an easily lost thumb drive. Here is a one I recommend: http://www.dropbox.com

1.4 Multimedia Project Deliverables. Four of the projects require both written and multimedia communication deliverables (an audio-only podcast, slidecast, and two screencasts).

Students are not expected to have prior experience in producing multimedia products and will be invited to create these using free, cloud- computing tools that will also host the file. Should you choose to create your file another way, your file must be hosted in the cloud and play as a video without a user needing to download it first.

1.5 Test Recording. Students are responsible for completing a test recording in projects where a multimedia project deliverable is required. Should a test recording fail, students are required to follow the troubleshooting steps under Tools and Resources on each of the four project pages.

Failure to do a test recording early enough to resolve technical issues will not be accepted as a reason for not submitting a multimedia project deliverable.

1.6 Accepted File Formats. The following are the only accepted file formats.
   • *Written Deliverables:* Word or PDF.
   • *Infographic Deliverable:* jpg, png, PDF, or the URL where the file is hosted.
   • *Multimedia Deliverables:* URL where the file is hosted.

Digital media files (MP3, MP4, etc.) are not accepted in this course because you are practicing how such files are shared in the workplace.

1.7 Submitting Work for My Evaluation. Projects must be submitted in the order given in the course because they are related.

Students may submit only ONE project per week. I grade student work each week, usually on a Thursday or Friday, so you may expect timely feedback that will help you with future projects.

Confirming that Work Submitted Correctly. Students are responsible for confirming that all work submitted properly in the Canvas project drop box, and this includes confirming that files will open and that any URL addresses work.

If you discover that your work did not submit correctly or you didn't submit all required work before hitting the submit button in the drop box, contact me, and I will reset the drop box for you.

Self-Evaluations are Required. Students are required to submit a self- evaluation for each project they complete. Directions and requirements are covered in course materials.

1.8 University Disability Support Services. Reasonable accommodations will be made for students with disabilities. Disability Support Services must approve your request: (208) 885-6307• dss@uidaho.edu

1.9 Plagiarism. Violation the University of Idaho Student Code of Conduct will result in a course grade of 'F'.

1.10 Contacting Me. You are invited to email me when you have a question or need help composing a project deliverable. I answer emails even on the weekends, and you may expect a reply within 24 hours, often earlier.

Study Hints:
- Keep a copy of every lesson submitted.
- Complete all reading assignments.
- Set a schedule allowing for course completion one month prior to your personal deadline. An *Assignment Submission Log* is provided for this purpose.
- Web pages and URL links in the World Wide Web are continuously changing. Contact your instructor if you find a broken Web page or URL.

Grading

Final grades will be based successful completion of six project deliverables, weighted as follows:

- Project 1: Interpersonal Communications (15%)
- Project 2: Visual Communication (15%)
- Project 3: Intercultural Communication (15%)
- Project 4: Crisis Communication (25%)
- Project 5: Employment Outlook   (20%)
- Project 6: Professional Identity (10%)

Acts of academic dishonesty, including cheating or plagiarism are considered a very serious transgression and may result in a grade of F for the course.

About the Course Developer

Karen Thompson is the director of Professional Writing at the University of Idaho. She has over 20 years of experience as a technical writer and teacher of technical writing.

Contacting Your Instructor

Instructor contact information is posted on your Canvas site.

Lesson 1
Interpersonal Communications

Lesson Objectives _____

Estimated time you will need to complete this project: 1**2 hours**.

The following schedule describes the steps you will need to do in order to compose deliverables 1 and 2 and the estimated time needed for each step.

Step	Do the Following to Complete Deliverable 1	Time
1	Read the project handout and case study. Watch slidedoc 1: *Business Prose Style*; slidedoc 2: *How to Communicate in Ways that Foster Positive Workplace Relationships*; and slidedoc 3: *Format and Document Design.*	3 hours
2	Refer closely to the case study and apply the concepts from slidedocs 1 and 2 to write the business letter, email, and memo. Follow standard conventions to format the letter and memo and apply the principles of document design explained in slidedoc 3. For the email, use a document file, but format it to look like an email.	4 hours

Step	Do the Following to Complete Deliverable 2	Time
1	Sign-up for SoundCloud or PodSnack and <u>do a test recording</u>. Follow troubleshooting advice under Tools & Resources to resolve any technical issues.	1 hour
2	Watch slidedoc 4: How to Create the Audio-Only Podcast to understand the subject of your podcast and and view the examples under tools and resources so you have an idea of the end product you will compose for deliverable 2. Refer to the resources for how to improve your presentation speaking style under Tools and Resources as needed. Write the podcast script, practice it a few times, and record your podcast.	4 hours

When you are finished, submit your work as follows to the project 1 drop box:

• Deliverable 1: *Business Correspondence:* submit a Word or PDF file. NOTE: you may submit one file for all three or three separate files.

• Deliverable 2: *Podcast:* submit the URL address where your digital media file is hosted. Submit the full URL instead of a live link because Canvas sometimes won't work right from a live link. You may paste the URL in the comment box or put it in your self-evaluation, whatever works for you.

Write a Self-Evaluation (see guidelines posted to each project drop box).
• You may write this in the comment box or submit a separate document file. Please do not write the self-evaluation as part of a written deliverable.