

ENG 232-PW1
Technical and Business Communication
Jackson College

INSTRUCTOR NAME: Valerie Haas
Location: **Women's Huron Valley Correctional Facility**
Day & Time: **Fridays, 5:45-8:45pm**
Course Text: *Technical Communications: A Practical Approach* 8th Ed. By William Sanborn Pfeiffer and Kaye Adkins

CONTACT INFORMATION: email: haasvalerie@jccmi.edu

Course Materials:

1. Pens or pencils
2. notepad for notes and writing
3. two-pocket folder

General Education Outcomes:

General Education Philosophy
A Message to Students from JC Faculty ~

General Education facilitates the development of an informed and educated person who recognizes and respects the diversity of communities, thinks critically and is proficient at fundamental skills. General education engages students in active learning by providing opportunities to observe, analyze and evaluate, and to apply these skills critically to problems. General education fosters the development of responsible, ethical human beings dedicated to improving their own lives and the lives of others through work, family life, social and political action, cultural awareness and service to others.

CATALOG DESCRIPTION: Projects may include descriptions, instructions, resumes, proposals, feasibility and other reports. It includes frequent writing both in and out of class, as well as oral presentations, group projects and individual conferences.

ASSOCIATE DEGREE OUTCOMES (ADOs) and COURSE OBJECTIVES: ENG 232 course goals and objectives incorporate specific Associate Degree Outcomes (ADOs) established by the JCC Board of Trustees, administration, and faculty. These goals are in concert with four-year colleges and universities and reflect input from the professional communities we serve. ADOs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs.

The ADOs addressed in this course are:

- **Writing clearly, concisely, and intelligibly -- ADO #1** (proficient level)

Class discussions, activities and practice will focus on:

- Refining the writing and peer responding processes
- Writing with attention to purpose and audience
- Composing meaningful documents
- Organizing, developing, and supporting ideas
- Connecting prior knowledge and new information
- Integrating sources with proper documentation

- Employing proper grammar, mechanics and format, with attention to word choice, tone and style
- **Thinking critically -- ADO #7** (proficient level)
 - Class discussions, activities and practice will focus on:
 - Proposing creative topics and posing challenging questions for writing
 - Employing tactful and diplomatic language
 - Choosing appropriate visual images and graphics
 - Evaluating evidence and assumptions
 - Understanding conclusions, implications and consequences
 - Solving problems

Major Assignments

Grading:

Writing Assignments (letters, memos, emails, brochures, etc.) 7 total	50 points each/350 total
Peer Reviewed Drafts of Writing Assignments 7 total	10 points each/70 total
Employment Search Portfolio	100 points
Peer Review for Employment Search Portfolio	10 points
Job Posting Analysis	50 points
Employment Process Documents (3)	60 points (20 pts each)
Interview Questions and Answers	20 points
Final Exam	100 points
Oral Presentation	25 points
Researched Report on a Fortune 500 Company	200 points
Peer Reviewed Rough Draft of Researched Report	15 points
TOTAL	1000 points

Total: 1000 points 100%

Final Grade Breakdown

<u>Grade</u>	<u>Points</u>	<u>%</u>
A	930-1000	93-100
A-	900-929	90-92
B+	860-899	86-89
B	830-859	83-85
B-	800-829	80-82
C+	760-799	76-79
C	730-759	73-75
C-	700-729	70-72
D+	660-669	66-69
D	630-659	63-65
D-	600-629	60-62
F	0-599	

The Incomplete Grade:

In accordance with JC policy, an Incomplete or “I” grade is only issued to students who have demonstrated good standing in the class and hold a passing grade at the time of an extenuating circumstance that precludes completion of the class. Documentation validating the circumstance may be required.

Academic Honesty Policy

JC has an academic honesty policy, which will be adhered to in this class. In essence, the policy requires that *all work must be done by the student whose name it bears*.

Plagiarism Policy

Plagiarism is taking someone else’s work and presenting it as if it is your own. We will discuss how to avoid plagiarism throughout the course, and it is expected that you know this and practice it throughout your writing. **Any violation will likely earn you a zero on the assignment**, but it may include an “F” in the course and referral to the Office of the Academic Dean for further disciplinary action.

Missed/Late Assignments

In general, you cannot submit late assignments because the course does not allow for it. Extenuating circumstances notwithstanding, you cannot make up any quizzes that you miss.

Other Grade Information:

- ◆ Intermediate Grades will be submitted on e-services on these dates:

ENG	232	PO1	Start 05/22/17	End 08/15/17	HQV #1 05/30/17	HQV #2 06/12/17	HQV #3 07/09/17
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- ◆ **Intermediate Grading:**

To comply with college policy and federal regulations, we will assign a grade to you after approximately two weeks, five weeks, and eight weeks. The grades assigned are letters with the following meanings:

- **V:** Verifies that you are participating and your work so far has been acceptable.
- **H:** Means that you are participating, but your work shows that you may require Help in order to complete the class successfully. If you receive an H grade, you will be contacted by the center for student success and offered tutoring services.
- **Q:** means that you have effectively quit participating in the course. If you receive a Q grade, you will be automatically withdrawn from the course. I normally assign a Q grade if we have not received work from you for four classes in a row (class work or exams, as appropriate to the days).

Tentative Weekly Schedule:

(Instructor retains the right to make changes if necessary)

WEEK 1

WEEK 1: May 26

1. Distribute and discuss the course syllabus and course outcomes.
2. Discuss 17: Style in Technical Writing
Bookmark Examples: Memorandum format, p.110; p.188;
Block style letter : p. 181;
Email: p. 184; p.191
3. Discuss the synonymous meanings of business and workplace.
4. Short Writing Assignment 1: *Letterhead & Mission Statement*
5. Lecture and discussion: Chapter 17 (Style in Technical Writing & the Writing Process)
 - a. Prewriting
 - b. Drafting
 - c. Revising
 - d. Editing
 - e. Publishing
6. Week 2 assignments:
 - a. Complete Short Writing Assignment 1: *Letterhead & Mission Statement*

WEEK 2: June 2

Due: SWA 1: *Letterhead & Mission Statement*

1. Lecture and discussion: Routine Messages (Refer to Chapter 6)
 - a. Direct and indirect messages.
 - 1) How to construct a purpose statement
 - 2) How to organize the parts of the message
 - b. Review of types of routine messages (requests, replies, claim, and adjustment, goodwill).
2. Short Writing Assignment 2: *Routine Message*.
3. Week 3 Assignments:
 - a. Complete Short Writing Assignment 2: *Routine Message*

WEEK 3: June 9

Due: SWA 2: *Routine Message*

1. Lecture and discussion: Persuasive Messages (Refer to Chapter 6)
 - a. The importance of audience, purpose, and context/environment.

- b. Kinds of persuasive messages (requests and sales).
- c. Organization of parts of persuasive message.
- d. Direct and indirect messages.
 - 1) How to construct a purpose statement
 - 2) How to organize the parts of the message
- 2. Short Writing Assignment 3: *Persuasive Message*.
- 3. Week 3 Assignments:
 - a. Complete Short Writing Assignment 3: *Persuasive Message*

WEEK 4: June 16

Due: SWA 3: *Persuasive Message*

- 1. Lecture and discussion: Bad News Messages (Refer to Chapter 6)
 - a. Tonality.
 - b. Organization of bad-news message text.
 - i. Customer, vendor, potential customer
 - ii. Supervisor
- 2. Short Writing Assignment 4: *Bad-news Message*
- 3. Week 4 assignments:
 - a. Complete Short Writing Assignment 3: *Bad News Message*

WEEK 5: June 23

Due: SWA 4: *Bad News Message*

- 1. Lecture and discussion: Brochures and Sales Ads
 - a. Tonality.
 - b. Organization of bad-news message text.
 - i. Customer, vendor, potential customer
 - ii. Supervisor
- 2. Short Writing Assignment 5: *Brochure*
- 3. Week 5 Assignments:
 - a. Short Writing Assignment 5: *Brochure*

WEEK 6: June 30

Due: SWA 5: *Brochure*

- 1. Lecture and discussion: Planning & Formatting the Report (Chapter 9 & 12)
 - a. The definition of reports

- b. Report types
 - c. Report purposes
 - d. Data collection
 - i. Use of primary data
 - ii. Use of secondary data
 - e. Organizing data
 - f. Formatting the report
2. Short Writing Assignment 6: *Report Proposal*.
 3. Week 7 Assignments;
 - a. Complete assignment 6: *Report Proposal*.

WEEK 7: July 7

Due: SWA 6: *Report Proposal*—Graded in class

1. Lecture and discussion: Writing the Report (Chapters 10 & 11)
 - a. Memo of transmittal
 - b. Executive summary
 - c. Body of report
 - i. introduction
 - ii. findings
 - iii. conclusions, summaries, recommendations
 - d. Appendices
 - e. References
4. Week 8 assignments:
 - a. Complete *Researched Report*.

WEEK 8: July 14

Due: *Researched Report*

1. Lecture and discussion: Chapter 15 (Making Presentations)
 - a. Organizing
 - b. Timing
 - c. Delivery method
 - d. Visual aids
2. Documenting Sources
3. Discuss presentations
4. Week 8 assignments:
 - a. Complete visual/oral *presentation* of research-based report.

WEEK 9: July 21

Due: *Presentations*

1. Lecture and Discussion: Short Writing Assignment 7: *Job Posting Analysis*
 - a. Indeed, Simply Hired, MI Career Builder, Monster, etc...
 - b. Analyzing a posting
 - c. Process Documents
 - d. Work on process documents in class
2. Week 10 assignments:
 - a. SWA 7: *Job Posting Analysis*
 - b. Work on process documents

WEEK 10: July 28

Due: SWA 7: *Job Posting Analysis*

1. Lecture and discussion: Chapter 16 (The Job Search).
 - a. Resume and reference pages.
 - b. Applications.
 - c. Employment letters (cover, thank you).
2. **Process documents completed in class**
3. Week 11 assignments:
 - a. Rough drafts of Resume and Cover Letters

WEEK 11: August 4

Due: Rough Drafts of Resume & Cover Letter

1. Peer Review: Resumes and Cover Letters
2. References
3. Week 12 assignments:
 - a. Complete Resume and Cover Letter and References (Employment Portfolio)

WEEK 12: August 11

1. Employment Portfolio Due
2. Final Exam