



Business & Technical Writing
ENG 232.PPI1

Number of Credits: 3

Location/Venue: MDOC-Parnall

Semester: 2022/SPR (CEP)

Dates: 1/31/2022-4/30/22

First in-person class meeting: 2/4 Friday 6-9 pm

Meeting Times: Every other week on Fridays 6-9 pm: 2-4 / 2-18 / 3-4 / 3-18 / 4-1 / 4-15 / 4-29

Remote classes: 2/11, 2/25, 3/11, 3/25, 4/8, 4/22

NOTICE: This time/date schedule is tentative and subject to change

Instructor: Elizabeth Ferszt, Ph.D.

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Online Office Hours: TBA; N/A; will be conducted per JPay communications

Textbook: *Technical Communications: A Practical Approach* 8th Ed. by William Sanborn Pfeiffer and Kaye Adkins

Course Description

Business and Technical Writing is a course designed to provide practice in a variety of written and video communications to meet the requirements of the workplace. Projects may include descriptions, instructions, resumes, proposals, reports, videos or live conferencing. Prerequisite(s): English 131

Course Goals / Objectives

ENG 232 course goals and objectives incorporate specific General Education Outcomes (GEO's) and Essential Competencies (EC's) established by the JC 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. GEOs and ECs guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The GEO addressed in this class:

Writing clearly, concisely, and intelligibly – GEO 1.

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, format; attention to word choice, tone, style.

Grading Procedure

Your work is graded based on JC standards. In this course, we evaluate your participation, performance, and growth as academics. Participate in the course, hand in work on time, work constructively with your peers, consider ideas and develop them by writing thoughtful responses, and consider the ideas of others in an academic way.

Your final grade will be determined based on a **scale of 1,000 points**, which will come from your participation in the course, and on your performance on the following assessments:

- 100 points: Proposal Paper parts: 100 points
- 500 points: Weekly Assignments (3 letters, description document, instructions, process)
- 400 points: Final Portfolio

Grading Scale

Your grade will be assessed based on 1000 pts. possible total

Grading Scale

GPA	GRADE RANGE		
		2.0	72-77%
		1.5	66-71%
4.0	94-100%	1.0	60-65%
3.5	89-93%	0.5	55-59%
3.0	84-88%	0.0	0-54%
2.5	78-83%		

OTHER COURSE AND COLLEGE POLICIES

Grading Criteria (Adapted from the State of Michigan):

4.0 The writing is engaging, original, clear, focused; ideas and content are richly developed. Assignments contain abundant examples, comparisons, and facts, which are used to expand and support ideas. Control of organization and translations move the reader easily through the text. The voice and tone are authentic and compelling. The work contains few if any errors in spelling, punctuation, or grammar. This is an outstanding reading experience at all levels.

3.0 The writing is generally clear, focused, and well-developed; examples and details support ideas and content where appropriate. The presentation is generally coherent, and its organizational structure is functional. The voice, tone, diction, and sentence structure support meaning. The writing may contain occasional errors.

2.0 The writing has some focus and support; ideas and content may be developed with limited details and examples. The presentation shows some evidence of structure, but it may be artificial or only partially successful. The tone may be inappropriate or the voice uneven. Sentence structure and diction are generally correct but basic. The writing may contain mechanical errors enough to distract the reader. This is an average reading experience.

1.0 The writing has little focus and development. Support for ideas is minimal and at times the ideas themselves may be difficult to identify. There is little discernible shape or direction. The writing demonstrates no control over voice and tone, suggesting the writer's inability to address an idea. Errors in spelling, grammar, usage, capitalization, punctuation, and/or indention are numerous and interfere with the reader's understanding. This is a poor reading experience.

0.0 The writing fails to meet the assignment guidelines, or is plagiarized, or is not completed.

Failure

If you do not submit your final portfolio by the posted due date, you will not pass the course. In addition, violations of the Academic Honesty Policy (as explained below) may result in you receiving a failing grade for this course. You may also fail based on attendance.

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so. **Plagiarism is defined as the failure to give credit for the use of material from outside sources.**

Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating is defined as obtaining answers/material from an outside source without authorization.

Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Course Management / Makeup Policy

- **Withdrawal:** After add/drop period, a student may withdraw from a course in accordance with the dates published in e-services.
- **Late Work and Makeup Policies:** Late work will not be accepted without prior approval from the instructor; contact the professor thru JPay, or in writing, or via the Navigators

Accessibility

- Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility, visit [Jackson College accessibility web page](#)

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#). You can also contact me, and I can help.

Makeup and Turn-in Policy

Due to the extraordinary circumstances surrounding COVID, late work and make-up work may be allowed on a case-by-case basis. Communication is the key: let me or the Navigators know if/when you are missing assignments, and we will work with you to accept them later than due dates or as make-up work, up until the official end date of the semester.

Also: Due to the Unit-driven method of this course, you turn in the homework for that Unit when it is done. But if you find that you forgot an item for a particular Unit, just turn it in with next pick-up. Make sure it, along with everything else, is clearly labeled with your name.

Spring 2022 HW Pick up Dates 2/11, 2/25, 3/11, 3/25, 4/8, 4/22

Pick Up #1: 2/11

Pick Up #2: 2/25

Pick Up #3: 3/11

Pick Up #4: 3/25

Pick Up #5: 4/8

Final Pick Up: 4/22

Help Please let me know if you need extra help. I am your best resource if you feel you need help with the readings or work. Contact me or tell me or the Navigators if you need extra help!

Student Responsibilities

Students must actively participate in our course. In order to be successful, please complete the readings, the homework, the group work, and please attend all classes.

Attendance Policy

Attendance is essential to success in this course and is, therefore, required.

The attendance policy requires me to drop students who are not participating and who do not attend class. I will monitor your activity and attendance in this course. If you are not participating or attending, you will be dropped.

JPay. I will send you each a welcome to class JPay with a stamp for you to reply; for the first week of class/first JPay contact, you **MUST** use the stamp to reply for attendance purposes; however, in subsequent weeks, your attendance will/may be marked by the work you submit to your facility's drop box. Also, I may not always provide a 'reply' stamp.

Tentative Course Calendar*

(*Note that the following calendar is subject to revision, as needed, throughout the semester)

The instructor reserves the right to make adjustments to course sessions and to scheduled assignments in order to accomplish the objectives and outcomes of this course. As needed, the instructor will post any adjustments via JPay, and students are fully responsible for reading, viewing, and/or completing written work for those materials and for getting clarification from the instructor.

Date	Topics	Chapter Readings
Unit 1	<p>Technical Communication in the Workplace: Cultural Communication</p> <p>Ethics in the Workplace and international communication</p> <p>Specialization, Sequence, Dialogue, Synthesis</p>	<p>Introduction to class (pwr. Ptx.) Syllabus Culture in the workplace assignment Read Chapter One: Technical Communication in the Workplace (pgs 1-17 and top of 18— ignore “assignments and MGlobal information)</p> <p>Read Chapter Two: Process in Technical Communication (pgs 35- 54)</p>
Unit 2	<p>Workplace documents Compare/contrast Problem/solution Audience/purpose.</p> <p>Document design, including: font, white space, margins, and differences between email, memo, and Memorandum</p>	<p>Chapter readings Read: Chapter 4: Organizing Information (p. 88 to top of p. 105); Part of Chapter 5: Document Design (p. 124-top of p. 130— Review examples on pages 148-150) Examples of Document Design pp. 124-129 Examples of Neutral Messages (Email on p.173 & 184); Negative Messages (Memo on p. 182); and Persuasive Messages (Letter on p. 181)</p> <p>Assignments: Official Correspondence: positive, negative, neutral letters ABC format Block, modified block, and simplified block style format</p>
Unit 3	<p>Organizing Information; Document Design Definitions and Descriptions Graphics / images</p>	<p>Chapter readings Read: Chapter 4: Organizing Information (p. 88 to top of p. 105); Part of Chapter 5: Document Design (p. 124-top of p. 130— Review examples on pages 148-150) Examples of Document Design on pages 124-129</p> <p>Assignments: Two-page document that hosts both extended definition and description (along with a graphic).</p>

Unit 4	Process Explanations and Instructions Persuasive Message/Letter	Chapter readings: MODELS pp. 240-241 Read pp. 216-248 Ch. 8 Process Explanation Assignments: (Two separate pages: Process document and Instruction document)
Unit 5 (a Four-week assignment)	Technical research Proposal	Chapter readings: pp. 249-299; pp. 300-326 Assignments (a Proposal, with Research) Including: Abstract, Introduction, Rationale, Literature Review, Proposal, Limitations, Next Steps, References (APA) (5+ typed, double spaced pages---or 12+ handwritten, double-spaced pages---not counting References page). APA format. Paragraphs are 9+ sentences each: Topic Sentence, Evidence, Analysis or ABC (Abstract, Body, Conclusion)
Unit 6	Resume	Chapter readings Read Chapter 16: The Job Search (p. 598-p. 617); Resumes + CL: pp. 622-632 Assignments Two-page resume (included in page count is cover letter)
Unit 7	Portfolio	Chapter readings (see course pack) Assignments Your final portfolio, which is worth 400 points See criteria in portfolio rubric. No less than 12+ pages with required, revised documents.

Caveat

Instructor reserves the right to modify this syllabus, as needed, throughout the semester.