



22 Spring Semester

Technical and Business Writing

ENG 232.I50

Number of Credits: 3

Days Class Meets: Internet Based Learning

Meeting Times: Internet Based Learning

Location/Venue: JetNet

Instructor: Nicole Brake

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Online Office Hours: By appointment

Course Description

Technical and Business Writing is a course designed to provide practice in a variety of written and oral communications to meet the requirements of the workplace. Projects may include descriptions, instructions, résumés, proposals, reports, or online documents. Involves frequent writing, both in and out of class, as well as oral presentations, collaborative activities, and individual conferences.

Prerequisite(s)

ENG 131 – Writing Experience I

Course Goals

In this course, students will:

- Discuss and consider audience, purpose, and process in workplace writing
- Explore style, form, design, formality, and language in business and technical writing
- Study examples and practice various forms of writing for the workplace – descriptions, instructions, memos, letters, résumés, reports, proposals, and scripts for oral presentations
- Refine language skills for workplace writing, such as editing for grammar and mechanics, writing for multiple audiences, using diplomatic language, and making careful word choices

- Use personal interest and experience for the basis of assignments
- Solve problems in communication by thinking critically and creatively for clear and effective communication
- Make use of appropriate technology for creating and presenting documents

Course Objectives

The course goals and objectives incorporate specific General Education Outcomes (GEOs) 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 guarantee students achieve goals necessary for graduation credit, transferability, and professional skills needed in many certification programs. The GEOs and course objectives addressed in this class include the following:

GEO 1: Writing Clearly, Concisely, and Intelligibly

At a minimum, students must demonstrate proficiency in academic, professional, and personal writing through the knowledge and use of write-to-learn practices; rhetorical strategies; research methodologies; and genre and writing conventions. In order to fulfill this outcome and prepare students for careers, the course will focus on the following skills:

- Process – using pre-writing, drafting, revising, editing
- Purpose and Audience – understanding how purpose and audience influence style and tone
- Organization and Development – using effective organizational structure, examples and details to support ideas and content
- Meaning/Understanding – researching and writing for further understanding and knowledge
- Use of Sources and Documentation – demonstrating appropriate documentation
- Language – attempts and practices correct grammar and mechanics

Textbook

- MindTap. Cengage. Technical Communication: A Reader-Centered Approach. 9th edition.



Paul V. Anderson

ISBN: 97813056725

[Learn about the new textbook program at JC](#)

For account billing questions, please contact the Jackson College Cashier at jccashier@jccmi.edu

Grading Procedure

I use a 1000-point grading scale. You can easily keep track of your progress in the class by checking your points in JetNet:

- Writing Assignments:
 - Correspondence (Neutral) 25 points
 - Cover Letter 25 points
 - Résumé 25 points
 - Correspondence (Positive) 25 points
 - Correspondence (Negative) 25 points
 - Instructions 25 points
 - Brochure 25 points
 - Proposal 200 points
- Forums / Weekly Assignments 175 points
- Proposal Presentation 50 points
- Portfolio 400 points

Grading Scale

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

Failure

Plagiarism, the submission of another's writing, whether directly copied or paraphrased, may result in a failing grade and can be grounds for removal from class. Cases of plagiarism are dealt with by the

instructor on an individual basis; the instructor will make decisions regarding the student's ability to correct the problem. All cases of plagiarism are reported to the Office of the Academic Dean.

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

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

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

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. 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 please visit the [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](#).

Support

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Oasis Center

During a student's college experience, one might encounter situations that impact their learning environment. When these situations occur, support from the Oasis Center is available to provide short-term assistance. If the situation requires ongoing support, the Oasis Center staff can provide that level of support or will assist the individual in securing an outside agency to provide it.

For more information visit the Jackson College Oasis Center webpage <https://www.jccmi.edu/the-oasis-center/>

Health Clinic

Jackson College has partnered with Henry Ford Allegiance Health to offer healthcare to Jackson College students and employees. The Jackson College Health Clinic (JCHC) is located on Central Campus in the Justin Whiting Hall, Room 111. The caring and professional staff at the JCHC provides quality healthcare, including annual exams (physicals, program physicals and sports physicals), acute and chronic illness care and preventative health care (It's Your Life).

For more information visit the Jackson College Health Clinic webpage <https://www.jccmi.edu/health-clinic/>

Dental Clinic

Community members may utilize Jackson College Dental Hygiene Clinic, which offers dental hygiene services while helping students gain experience. Students work under the supervision of license dental hygiene instructor and dentist as they offer preventative services.

For more information visit the Jackson College Dental Clinic webpage <https://www.jccmi.edu/dental-hygiene/dental-hygiene-dental-clinic/>

Course Management

Important Add/Drop Dates:

- Friday, January 14 – Census Date: Students that withdraw from the course prior to the census date will not incur any financial implications.
- Saturday, January 15 – Drop with W: Tuition charges have been applied and refunds to Federal Student Aid will need to be processed for students who withdraw after this date.
- Tuesday, February 22 – Last Day to Withdraw: After this date, final grades must be entered for every student.

Makeup Policy

Late work is not accepted without prior approval – it is your responsibility to get work completed and submitted by the deadline. All work should be submitted via JetNet, not emailed.

Help

Available learning services or opportunities for students seeking help with their course work:

[Tutoring Center](#) – Jackson College is committed to student success and offers all its students free academic tutoring at various college locations in friendly, supportive environments. The goal of tutoring is to provide individualized or group assistance that enables you to develop academic mastery and independence.

[Writing Center](#) – Meetings can be held either in person or via Zoom. We currently use two tools to help us in accomplishing our work: Microsoft Word Review and Big Blue Button. As tutors, we use a Socratic Questioning process, which guides and inspires you while writing and revising your papers. We will be reviewing the papers together with you, although virtually of course, and conference calling to speak directly with you. Please note that we can work with all disciplines, where papers are required, and this includes English language learners. Reminder: We will need a copy of the assignment you are seeking help for, along with a grading rubric, and any other documents that would help us help them. In addition, we prefer papers to be in the doc or docx Word format rather than a Google doc, Pages from Mac, or PDFs.

Academic Advising

Student success navigators serve not only as academic advisors but as a student's academic, financial, and total resource advocate or coach.

Students will have an assigned navigator to meet with for advising and any questions they may have. Navigators will serve as the “go-to” person to help students throughout the college experience.

It is important to know your Student Success Navigator. You may find your Navigator by visiting this website <https://www.jccmi.edu/academics/academic-advising/> and click on your pathway. You should also receive an email from your Navigator at the beginning of the semester.

Attendance- Participation Policy

Regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate *within the first couple of days of the term* to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility, and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

Wording for Preferred Name

If you have a preferred first name and/or specific gender pronouns you would like me to use (whether the traditional pronouns of she/her/hers or he/him/his, or alternative, non-binary pronouns such as they/them/theirs, ey/em/eirs, or zie/zim/zirs), please let me know.

Calendar

Note: Due dates are subject to change.

Week	Assignment	Due Date
1	Discussion, Initial Post	Wednesday, January 12
1	Correspondence (Neutral)	Thursday, January 13
1	Discussion, Response Post	Friday, January 14
1	Transferable Skills Worksheet	Sunday, January 16
2	Discussion, Initial Post	Wednesday, January 19
2	Job Posting Analysis	Thursday, January 20
2	Discussion, Response Post	Friday, January 21
2	Cover Letter	Sunday, January 23

2	Résumé	Sunday, January 23
3	Discussion, Initial Post	Wednesday, January 26
3	Correspondence (Positive)	Thursday, January 27
3	Discussion, Response Post	Friday, January 28
3	Instructions	Sunday, January 30
3	Instructions, Reflection	Sunday, January 30
4	Discussion, Initial Post	Wednesday, February 2
4	Correspondence (Negative)	Thursday, February 3
4	Discussion, Response Post	Friday, February 4
5	Annotated Bibliography	Thursday, February 10
5	Monroe's Motivated Sequence	Thursday, February 10
5	Proposal	Sunday, February 13
6	Discussion, Initial Post	Wednesday, February 16
6	Brochure	Thursday, February 17
6	Discussion, Response Post	Friday, February 18
6	Proposal Presentation	Sunday, February 20
7	Presentation Reflection	Wednesday, February 23
7	Portfolio	Sunday, February 27
7	Course Reflection	Sunday, February 27

Important Dates:

Monday, January 10	First Day of Class
Monday, January 17	Martin Luther King, Jr. Day – No Classes
Sunday, February 27	Last Day of Class