

# English 210 Online: Business, Professional, and Technical Writing Syllabus

**Instructor:** John Doe, Instructional Design and Technology, and the Department of English

**Office:** 171 Media Resource Center

**Phone:** 555-5555 (but please use email)

**Email:** [john.doe@partner.edu](mailto:john.doe@partner.edu)

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*Being good in business is the best kind of art.*

- Andy Warhol, 1975

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## REQUIRED COURSE MATERIALS:

- *Business Communication Essentials*, Bovee and Thill, 6th edition
- English 210 Workbook (only available through the Bookstore)
- A working computer with Microsoft Office and access to the Internet.

## COURSE OBJECTIVES:

By the end of the semester, ENGL 210 Online students should be able to show the following:

1. Assess professional writing situations.
2. Produce clear, concise, and persuasive written documents that effectively communicate complex ideas and data to a variety of stakeholders.
3. Revise written work for clarity, coherence, organization, and tone, using appropriate research and citation methods.
4. Apply principles of ethical and cultural awareness to professional writing, taking into account the diversity of audiences and the potential impact of language and messaging on different groups.
5. Develop critical reading and editing skills through analyzing and revising the writing of others, including peer review and group feedback sessions.
6. Use technology effectively to create and publish written documents, including using various software and platforms for document design and production.

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*Please note: This course emphasizes methods for effective **written** communication, not speech-making or the use of technology. However, use of a word processor, access to Internet and email, and proficiency in both written and spoken English are required in order to complete the assignments satisfactorily.*

## POLICIES AND PROCEDURES:

### EMAIL

You are required to use only your assigned SU email for this class. Not only does this email give off a more professional tone (An email address like bubblybanana\_o9@hotmail.com will not score you any points with employers), it helps me to keep track of our correspondence. Because online classes are namely conducted through Blackboard and email, there will not be any exceptions to this rule.

## ATTENDANCE

Weekly attendance will not be taken for ENGL 210 online; however, daily participation is necessary to pass the class. You should plan to check your email every day for updates from me and regularly visit Blackboard to complete assignments. If you do not complete assignments by the given due dates, you will not pass the class. Online classes require a great responsibility from the student, so stay on top of your work and do not fall behind. As this class does not meet during the week, regular participation online is essential to your success. **If you foresee any issues with Internet access or inability to complete assignments, you need to alert me immediately. Emails asking for an extension or an exception after a due date will not grant you any extra time.** Missing assignments will adversely affect your final grade. If you miss a due date, you miss a due date.

I will also be using Blackboard's grade system to post your grades on class assignments, so you can follow your progress and know your grade in the class at any time. Because of FERPA regulations, I am unable to email you your grade in the class. You can view it through Blackboard or you can schedule a time to meet with me in person to discuss your grade.

## GRADING

For this course you will be graded on discussion participation, quiz completion, and minor and major assignments. Your final grade will be determined by the corresponding points you receive for these assignments:

Deliverable	Point Value
8 Quizzes (20 points each)	160
5 Discussions (25 points each)	125
Assignment -- Audience Analysis & Initial Communications	50
Assignment -- Audience, Context, and Genre	50
Assignment -- Composing Emails in Various Business	40
Assignment -- Instant Messaging Scenarios	75
Assignment -- Research & Proposal	75
Assignment -- Analytical Report - Draft 1	100
Assignment -- Peer Review	75
Assignment -- Analytical Report - Draft 2	100
Assignment -- Presentation Summary of Report Findings	150

**1000 total points (There is no final exam for English 210.)**

## GRADE BREAKDOWN

A	920-1000
A-	900-919
B+	880-899
B	820-879
B-	800-819
C+	780-799
C	720-779
C-	700-719
D+	680-699
D	620-679
D-	600-619
F	599 and below

**University operates on what is called the “plus-minus system,” which is the bane of both professors and students alike. You must receive a minimum of 700/1000 points in this class, or a 70% (C-) as your total, in order to pass English 210.** Grades are not done on a curve, nor are they rounded up or down.

## **ASSIGNMENT POLICY**

Assignments are due at the time listed on the assignment schedule/the appointed due date on Blackboard. *Late work will not be accepted; some professors accept late work; I don't. Period.* In a high-stakes business world, getting work done on time is essential to your success. Papers will be accepted via SafeAssign to avoid plagiarism.

Assignments are to be typed according to the formats given on Blackboard and in your English 210 workbook. Revising is to be done before the assignment is turned in. I will assume that the paper you turn in is your final (revised) copy.

*Some grammar and mechanical rules are disputed even among experts, but it is safe to assume that the grammar and mechanical rules in this class follow accepted MLA standards. The fatal error in this class, however, is misspelled words, especially misspelled proper nouns—names of particular people, places, or things. Imagine the negative impact of misspelling your boss's name or that of his/her company or product, and you'll understand why misspelled words in your assignments may drastically lower your grade, or even cause you to fail an assignment. I will alert you to repetitive punctuation, grammar, and spelling mistakes. Do not take these corrections personally. Remember--this is an English class first and foremost, so I hope to improve your writing every step of the way.*

## **THE WRITING CENTER (555) 555-5555**

The Writing Center is free and open to all SU students. It is located in 601 State Hall on the main campus. Student writers should take advantage of the help available there. The writing center is open Monday through Thursday, 11:00 AM to 7:00 PM, and Friday 11:00 AM to 4:00 PM. You may walk in for tutoring, but a better bet (especially as the semester goes on) is to phone ahead for a 30-minute appointment with a tutor. *The Writing Center will not write, edit, or proofread your papers for you, and they are not going to go through your papers and fix typos, spelling errors, or punctuation problems ;* they are simply there to help guide your focus. Going to the Writing Center does not guarantee an "A" paper, but you will probably do better than if you had not gone. They can give you helpful feedback and tips on a large number of issues including flow, formatting/diction, sentence/paragraph structure, and so forth. The Writing Center is staffed by English graduate students as well as by paid, qualified tutors.

## **ACADEMIC HONESTY**

In accordance with the policies of the State Board of Regents and State University, academic dishonesty will not be tolerated. This includes cheating in any form, misrepresentation of any author's ideas, and plagiarism (submitting someone else's work or words as your own). If a student commits academic dishonesty of any kind, he or she risks failing the assignment at the bare minimum, and extreme cases can lead to said student failing the course and/or dismissal from the University. *“Intellectual responsibility’ means a certain relationship between teacher and student. . . [It] does not mean that all of each [assignment] is necessarily your own; it does mean that whatever is not your own must be acknowledged. If you quote a passage, put quotation marks around it and indicate the source in a footnote or in parentheses. If you rephrase a passage which someone else wrote, say so, giving the correct source. If you obtain an important idea from another person or from your reading, say so, indicating at the same time whether you worked out the details for yourself, whether you altered the idea, added to it, and so on. If it takes a full paragraph to explain the genesis of part or all of your paper, write a full paragraph. It is not enough to be ready to explain afterward. By acknowledging your sources, you maintain an honest, open relation with your instructor. This relation is ‘intellectual responsibility.’” - Dr. Peter Zen, SU*

## **OFFICE HOURS**

I will be available to you in my office, SUT 171, from 8:00-5:00 Monday through Friday. You are welcome to drop by anytime to meet with me about the class; however, if your questions are incredibly pressing or important, **please make an appointment**. I strongly encourage you to email me whenever necessary, and I will get back to you ASAP. That being said, please do not send me multiple emails over one question. I will respond to you as soon as I can. Like all of you, I have responsibilities outside of email correspondence, so my response may not be immediate.

## **DISABILITY SERVICES (555) 555-5555**

If you have a physical, psychiatric/emotional, or learning disability that may affect your ability to carry out assigned course work, I encourage you to contact the Office of Disability Services. The office is located in State Annex, room 150. Disability Services will review your concerns and determine, with you, what academic accommodations are necessary and appropriate for you. All information and documentation of your disability is confidential and will not be released by Disability Services without your written permission.

## **Definition and Assignment of Credit Hours (Policy 2.18: 3f):**

3 credit hour class: Success in this 3 credit hour course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction and preparation/studying or course related activities for a total of 135 hours.

## **COUNSELING AND TESTING**

The SU Counseling and Testing Center provides professional counseling services to students, faculty and staff; administers tests and offers test preparation workshops; and presents programs on topics promoting personal and professional growth. Services are low cost and confidential. They are located in room 318 of State Hall, and their phone number is (555) 555-5555. The Counseling & Testing Center is open on all days that the University is officially open. If you have a mental health emergency during the times that the Counseling & Testing Center is not open, please call COMCARE Crisis Services at (555) 555-5555.

## **NOTICE OF NONDISCRIMINATION**

State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, State University, 1234 Mount, State ST 12345; telephone (555) 555-5555.

## **DISCLAIMER**

This syllabus in no way constitutes a contract between the student and the teacher. The syllabus may be altered at the teacher's discretion. Students will, however, be made aware of any change in schedule or policy prior to implementation. I encourage you to save a copy of this syllabus on your computer, as it will allow you to make permanent changes if I announce any