



- COURSE TITLE:** BUS 2006-08 Contemporary Professional Writing
- DESCRIPTION:** Students will develop analytical skills and practice in writing and editing various documents common in contemporary business organizations: letters, e-mails, reports, business plans, presentations, and websites. Social medial applications and e-portfolios are explored. While attention is given to diction and syntax, students are expected to have mastered basic writing skills. Fulfills General Education Upper Division Writing Requirement.
- PREREQUISITES:** Lower Division (College) Writing
- SEMESTER:** Fall 2017
- COURSE START:** Saturday, September 2, 2017
- CLASS HOURS:** 9:00-1:00. This class will occur in a hybrid format, with in-person class times from 9-1 on the first, third, fifth, and seventh class dates. The even numbered classes (second, fourth, and sixth) will meet online in an asynchronous format, which means that assignments will be posted by 9AM on the Saturday of class time and should be complete by 9AM the following week, unless otherwise indicated.
- COURSE MATERIAL:** Dornan, Edward and Dees, Robert. (2010) The Brief English Handbook. New York: HarperCollins College Publisher. ISBN: 978-020566-1411
- Smith, Edward L ad Stephen A Bernhardt (1996) Writing at Work: Professional Writing Skills for People on the Job. Lincoln, Illinois: NTC Publishing Group. ISBN: 0-8442-5983-7

***REMEMBER THE FIRST CLASS ASSIGNMENT!***

- INSTRUCTOR:** Dr. Therese Madden
- E MAIL:** [tmadden@ndnu.edu](mailto:tmadden@ndnu.edu) (best way to reach me)
- OFFICE HOURS:** 30 minutes prior to the start of each class or by prearranged appointment.



**INSTRUCTOR BACKGROUND:** I have been teaching at NDNU since 2008; before that, I worked for nearly two decades in Human Resources Management with positions in the private, non-profit, and public sectors. My Master's Degree is in Human Resources Management (from Golden Gate University) and I received a Doctorate in Leadership and Organization from the University of San Francisco, where I wrote my doctoral dissertation on meaning and work. For many years while finishing my doctorate, I ran a small editing business called, "Art of the Pen" in which I specialized in editing doctoral dissertations. Though I minored in English as an undergraduate, I resisted most grammar rules (with consequences to my grades) until I got my first professional job post-graduation. I then found myself an absolute stickler for writing well, which helped my career in various ways. Having seen the consequences of good writing, I hope to help others to learn and improve and likewise distinguish themselves and highlight their good ideas through effective communication through writing.

**ACADEMIC HONESTY:** Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

**PRIVACY and CONFIDENTIALITY:** One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

**DISABILITY SERVICES:** If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist is Alice Wong and she may be contacted directly at [awwong@ndnu.edu](mailto:awwong@ndnu.edu) or 650-508-3670.

**SYLLABUS UPDATES:** Refer to this syllabus for course assignments. The course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

**CLASS ATTENDANCE:** Your attendance is very important to your studies at the University. Non-attendance or lack of participation in the class will be considered during the grading process. Intensive classes require a stringent absence policy since even once absence may significantly affect achievement of course learning objectives. With only 28 class contact hours as opposed to the traditional 45 contact hours, all class time



is critical. A student who misses more than one class period or the equivalent (four accumulated hours) **must withdraw** from the class and will be assigned a failing grade for the course unless officially dropping the class. It is the student's responsibility to initiate the drop or withdrawal. There are no exceptions.

**WORKLOAD:** In addition to class attendance, every Intensive class at NDNU includes assignments estimated to take approximately three hours per week per unit outside of class (12 hours). The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 16 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study = Total of 16 per week

Class Contact Hours:	4
<i>(Online assignments during online meeting weeks)</i>	4
Text Readings and Note Taking	4
Research and Writing Assignments	6
Term Projects Research	2

**WRITTEN ASSIGNMENTS:** The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers. This style uses parenthetical reference citations within the text of the paper and a list of references at the end of the paper; both are required. Papers must be typed with a size 12-point font, double spaced. **Please do not use a cover sheet.** In the upper right hand corner of the first page, type your name, assignment identification, course number, and date.

Do not add additional space between paragraphs. Please review your grammar and punctuation throughout your paper. Points may be deducted for not following these instructions. You can also visit the APA Style webpage at [www.apastyle.org/previoustips.html](http://www.apastyle.org/previoustips.html).

**GRADING FOR PAPERS:** All assignments will be evaluated using the following criteria:

- The student demonstrates a solid comprehension of the concepts described in the texts and discussed in class and integrates these concepts with his or her own ideas and experiences.
- The written documents are appropriately sourced, integrating source material smoothly into the paper while maintaining the writer's critical voice rather than being overpowered by source material.
- The paper has a central point that is sustained and developed throughout the paper.
- The paper has a logical, clear organization and transitions between sections help the reader follow the writer's logic.



- **Grammar and spelling do count. Please proofread your papers carefully. Points will be deducted for poor grammar and misspellings.**

**LATE HOMEWORK:** Assignments are due on time. I prefer hard/paper copies of assignments, but will accept email by exception. Late assignments will incur a reduction of 10% of point value. This policy is not intended to be punitive, but to facilitate your success within an intensive schedule, which allows little room for putting off assignments.

**PARTICIPATION:** Both lecture and classroom activities (both in-class and online) are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy (i.e., research pros and cons) of what was noteworthy in context of this class.

**GRADING CRITERIA FOR PRESENTATIONS:** Each student will be graded individually. The grading criteria for any presentation will include:

- Organization of material presented and use of time.
- Logical thought process, in-depth analysis, and persuasiveness.
- Vocal variety – volume, inflection, enunciation, rhythm, and enthusiasm.
- Eye contact – class involvement and interaction.
- Using gestures – body language, movement, posture.
- Use of audio/visual aids, including PowerPoint or similar equivalent, which is designed to help you develop analytical and presentation skills. Not that while having these aids is required, students should also be prepared to present without them in case of technology failure.

**EXTRA CREDIT:** None specified, though the opportunity to introduce it will be at the discretion of the instructor.

**COURSE MATERIAL - Published Textbook Information.** In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore.

**COURSE LEARNING OBJECTIVES:**

- Demonstrate competence in producing a variety of professional documents using the appropriate media and format (PLO #2)



- Use accurate grammar, punctuation, and appropriate style to meet professional standards (PLO#1-4)
- Demonstrate the ability to edit written work for appropriate vocabulary, sentence structure, and work economy to meet professional standards (PLO #1, 3, &4)
- Research and correctly document resources using APA format to substantiate information and assertions in writing (PLO #1&3).

PROGRAM LEARNING OUTCOMES (PLOs)

- Students will acquire and demonstrate analytical and problem-solving skills within various disciplines of business – accounting, economics, finance, management, and marketing.
- Students will learn to describe, discuss, and analyze current events in US business with attention to the global, social, and ethical dimensions of events.
- Students will acquire the communication, research, and technological skills needed to analyze a business situation (problem and/or opportunity) and prepare and present a management report.
- Students will develop critical thinking abilities and a foundation of ethical principles that allow them to work effectively, respectfully, ethically, and professionally with people of diverse ethnic, cultural, gender, and other backgrounds.

**GRADING/ASSIGNMENTS for Professional Writing**

30	WEEKLY QUIZ These will be on Moodle (even in the classes in which we meet in person) and will be open-book.	Weeks 1-6.
3	First Night Assignment. Write a two-three page paper about your greatest dream or purpose in life. What is your life’s work? Describe your passion behind this mission. Describe the reason you are drawn to it, the history behind it, and whether you have begun to pursue it. What are the obstacles and possible steps you can take to overcome these obstacles? Follow the writing format explained under “Written Assignments”	Due first night of class
12	Journals. Submit five separate entries each week, each representing 250-300 words. The only requirements for each 1-page entry is to date and title it. Write about anything. Do not worry about grammar or punctuation. Just write, write, write!	Due Weeks 1-6
10	Presentation. Students will be assigned/will choose one of	Week 5: Class



	<p>the topics below and <b>will submit a one-page outline of the topic learning outcomes</b> (what your audience needs to know) about this topic. On the assigned night, students will do a 10-minute, interactive presentation for the class. The presentation should include research on appropriate business standards and writing styles necessary for each of the following business writing types:</p> <ul style="list-style-type: none"> <li>• Business letters</li> <li>• Professional Emails</li> <li>• Business Plans</li> <li>• Workplace Presentations</li> <li>• Website writing</li> <li>• Professional tweeting</li> <li>• Facebook/other social media use for business</li> <li>• Blog writing for organizations</li> <li>• Resume and cover letter use</li> <li>• LinkedIn/E-Portfolio use</li> </ul>	Presentations
25	Moodle Assignments	Week 2, 4, and 6
20	Final Paper/Presentation. Details to be discussed in class one and posted on Moodle.	Week 7

GRADE/POINT CONVERSION:

A+ 100-97	A 96-94	A- 93-90	
B+ 89-87	B 86-84	B- 83-80	
C+ 79-77	C 76-74	C- 73-70	
D+ 69-67	D 66-64	D- 63-60	F 59 or <