

ENGL 3040: BUSINESS WRITING

Clemson University | [Homework Schedule](#)

Instructor: Crystal Stephens
Office: Strode Tower 507
Hours: Online and by appointment
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Fall 2017
Section 005: MWF, 9:05-9:55, DANL 203
Section 013: MWF, 10:10-11:00, DANL 203
Section 004: MWF, 12:20-1:10, DANL 414
Section 019: MWF, 1:25-2:15, DANL 414

NOTE: This course takes place on MWF; however, Monday classes will take place online via Canvas. Wednesday and Friday classes will take place in our designated classroom as normal, unless otherwise specified.

WHAT WILL I LEARN AND WHY?

This class will introduce you to the theory and practice of business communication in the workplace.

During the semester, you will do the following:

- Demonstrate professional readiness via job materials (resume, cover letter)
- Write professional business correspondence in the form of emails and memos
- Collaborate effectively with others in both online and offline settings
- Interview professionals in the field
- Develop thorough business plans, loan proposals, and job descriptions
- Design websites and advertising campaigns
- Produce codes of ethics

This course will enable you to write more effectively, persuasively, and ethically by helping you to a) identify your purpose, b) identify your audience, and c) understand how to achieve your purpose with your intended audience. These skills will enhance both your ability to get a job and to keep and advance in your career.

NOTE: This class is participating in the Clemson Thinks2 (CT2) campus-wide Quality Enhancement Plan that focuses on undergraduate critical thinking, an invaluable skill for your success in college and future career. Course assignments are designed to help you practice and enhance your critical thinking skills. As part of the Clemson Thinks2 component, students will take a diagnostic test, the California Critical Thinking Skills Test, once near the beginning and one near the end of the semester.

WHAT DO I NEED?

In conjunction with Clemson's Open Education Resources (OER) initiative, this course will not require the purchase of any textbooks. Instead, we will be utilizing free content from a variety of sources, which will be available via Canvas.

You will need a laptop with the current version of MS Office suite and other necessary software, fully charged.

NOTE: Devices such as laptops, tablets, and phones are only allowed for class-related activities in the classroom. **All** devices should be silenced; it's a good habit to get into in learning or work environments as a common courtesy to others. In the event of a family emergency, you can make arrangements with me to keep your phone on vibrate. When in doubt, put it away/close it. If it's open, demonstrate that you're using it for class-related activities through active participation.

WHAT IS CRITICAL THINKING AND WHY SHOULD I CARE?

Critical thinking is a way of looking at things from more than one aspect and not stopping at the first easy answer you come to. Its purpose is to enable you to make informed decisions.

For example, how do you get a job? The simple easy answer is to get the schooling and experience required for the job you want. However, most of you have probably realized by now that getting a job is vastly more complicated than that simple, easy answer. Even the question is more complex:

- What kind of job?
- A job you'll love? How do you know what kind of job you'll love? How much do you need to love your job? Does loving your job even matter? What if you get tired of it?
- A job that pays well? How well? Do you mean salary or benefits? Both?
- A steady job? What does that mean in a continually shifting economy?

Critical thinking is not easy. It takes practice, just like everything else. But when you develop critical thinking skills, it can help you make better decisions on everything from deciding on your career path, to understanding the impact politics and policies have on the world around you, to choosing the best car insurance.

DO I NEED TO COME TO CLASS?

Yes. This is not an online course, and physical and mental attendance is expected at all classes and exams. In this course, you are allowed 3 unexcused absences. Each additional unexcused absence will result in a 5% reduction from the final grade (i.e. 5 unexcused absences = 10% reduction). **If you miss 7 classes, excused or unexcused, you will fail the course.**

Excused absences are those that result from:

- university-authorized activities

- death in the immediate family
- serious illness with a doctor's note
- going to a job interview or visiting a graduate/medical school (**one** absence)

It is **your** responsibility to secure documentation of absences. Any issue regarding absences must be handled within **one week** of the absence in question; if not, the date in question will stand as an unexcused absence. **You** are responsible for keeping track of your absences, both excused and unexcused.

If you are absent (excused or unexcused), **you** are responsible for making up lost work. For instructional materials, check Canvas, the homework schedule, or see me during office hours. For collaborative projects, follow up with your group.

Arriving late to class or leaving early is unprofessional and will be factored into the attendance policy. Each recorded instance will count as **ONE (1)** tardy. Three tardies equal one absence. Any student will be marked absent if you arrive more than 15 minutes after the start of class.

NOTE: If you sleep in class, play on an electronic device, or are otherwise mentally absent from class, I will mark you as either tardy or absent, depending on how long your mind was gone. I reserve the right to assume that someone who is looking at an electronic device and never/rarely contributes anything to a class discussion is not using their device for class-related activities.

NOTE: If you have a medical condition that requires you to be absent often, you need to let me know at the beginning of the semester and provide a medical excuse. In addition, each time you miss a class due to this condition, you have to email me and let me know **within 24 hours** of missing the class, as well as **making up missed work within one week**. After one week, any missing assignments will remain a zero.

CAN I TURN STUFF IN LATE?

Late work will be accepted for up to half credit within one week of the due date; after that, it will remain a zero.

Exceptions

If your late work is due to **an excused absence from an illness or family emergency**, you have a one week extension to turn in your missing work for full credit. After one week, it will be considered late and accepted for half credit; after two weeks, it will remain a zero. Other excused absences should be prepared for in advance and work completed on time as a result.

DO I HAVE TO PARTICIPATE?

Yes. Discussion expands the knowledge we can gain as individuals. I expect you to ask questions, make comments, and be a part of the conversations we are having. In a college classroom (and in the workforce), your physical presence is not enough; you must also be actively engaged in what is going on.

Some of you will have an easier time participating than others. If you have an easy time talking and participating in class discussions, great; I ask that you try not to monopolize discussions and give others a chance to talk, too. If you have a hard time talking during class discussions, great; I ask that you reach out of your comfort zone and contribute and give others a chance to hear your perspective, too.

Since one of our class periods each week will take place online, you will also have the opportunity to participate in an online setting and further practice written communication with your fellow students.

HOW DO I REACH YOU?

My regular office hours are at the top of the syllabus. If you need to talk to me, I am available during those hours and by appointment. You can also reach me by email; I usually check and respond to emails on Tuesdays and Thursdays, during business hours.

I am happy to answer any questions you have, but please check written materials for the answer first (ie: Canvas, assignment descriptions, the syllabus). Please do not try to use me as a Google search engine. That's what Google is for.

If you have questions about grades, make sure that you ask them within one week of receiving them.

HOW WILL I BE GRADED?

To get an A:

- Complete all assignments in accordance with the guidelines given
- Be physically and mentally present during all classes

To get a B:

- Complete all assignments mostly in accordance with the guidelines given
- Be physically and mentally present during most classes (see attendance policy)

To get a C:

- Complete most assignments, but not always in accordance with the guidelines given
- Be mentally present at least half the time during class discussions and group work; miss a few classes

To get a D:

- Turn a lot of assignments in late or that don't meet the guidelines

- Be mentally absent a lot and miss classes entirely

To get an F:

- Miss assignments, turn assignments in late, and ignore guidelines
- Miss more than 7 classes
- Sleep/text/browse the internet during most or all classes

Letter grades will comply with the University's grading system as stated in the Undergraduate Announcements, 2015-2016.

The grading scale: A=100-90%, B=89-80%, C=79-70%, D=69-60%, F=59-0%

Individual Assignments	20%
Business owner interview	
Bank interview	
Stasis analysis	
Website analysis	
Resume	
Cover letter	
Business emails and memos	
Participation	25%
Annotate readings each week	
Participate in online reading discussions each week	
Group Project	40%
Design and build a business	
Create a business plan	
Write a loan proposal	
Create an advertising campaign	
Create a company website	
Write a code of ethics	
Write job descriptions for employees	
Grammar Quizzes	5%
Take grammar quizzes on Canvas	
Midterm	5%
Performance Review	
Final	5%
Performance Review	

NOTE:

As part of the CT2 component, you will complete several assignments that implement critical thinking skills. Your business plan is a good example of this:

- You will identify a need and a way to fill it. Your plan, your website, advertising, etc., will focus on justifying the need for your business. Businesses that don't successfully persuade people that they need to exist fail.

- **Example:** You want to open a coffee shop on campus. Where? Why? How big? Just coffee? Pricing? How will you convince Clemson and investors that it's a good idea, that it will create enough revenue to be a financial success?

In business, as in many other areas, if you fail to think things through completely and plan for all possibilities, you greatly increase your risk of failure.

WHAT IF I HAVE A DISABILITY?

It is university policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities. Students are encouraged to contact Student Disability Services to discuss their individualized needs for accommodation. For more information visit

<http://www.clemson.edu/campus-life/campus-services/sds/index.html>

WHAT IS ACADEMIC INTEGRITY?

The following is Clemson's official statement on "Academic Integrity": "As members of the Clemson University community, we have inherited Thomas Green Clemson's vision of this institution as a 'high seminary of learning.' Fundamental to this vision is a mutual commitment to truthfulness, honor, and responsibility, without which we cannot earn the trust and respect of others. Furthermore, we recognize that academic dishonesty detracts from the value of a Clemson degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form."

Plagiarism is when someone presents another person's words, visuals, or ideas as his/her own, or fails to acknowledge a source of information.. The instructor will deal with plagiarism on a case-by-case basis. The most serious offense within this category occurs when a student copies text from the Internet or from a collective file. *This type of academic dishonesty is a serious offense that will result in a failing grade for the course as well as the filing of a formal report to the university.*

See the Clemson site below for information about Academic Integrity and procedures regarding the violation of Clemson policies on scholastic dishonesty:

<http://www.clemson.edu/academics/academic-integrity/>

WHAT IF I NEED HELP WITH WRITING?

The Writing Center is a free tutoring service available to the entire student body, regardless of major or academic standing. It provides students opportunities to discuss questions or problems related to academic writing—from generating a topic and thesis to organizing a draft and integrating appropriate citations. The Writing Center's goal is to help Clemson students become confident and effective writers. As an English student, you should feel free to utilize the Writing Center to receive additional help or feedback on any course assignments. You can make an appointment with a tutor by visiting the Writing Center's website (<http://www.clemson.edu/centers-institutes/writing/>), by calling them at 864-656-3280, or by simply stopping in.

WHAT'S CLEMSON'S SEXUAL HARASSMENT AND TITLE IX STATEMENT?

Clemson University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender, pregnancy, national origin, age, disability, veteran's status, genetic information or protected activity (e.g., opposition to prohibited discrimination or participation in any complaint process, etc.) in employment, educational programs and activities, admissions and financial aid. This includes a prohibition against sexual harassment and sexual violence as mandated by Title IX of the Education Amendments of 1972. This policy is located [here](#). Mr. Jerry Knighton is the Clemson University Title IX Coordinator and is also the Director of Access and Equity. His office is located at 111 Holtzendorff Hall, [864.656.3181](tel:864.656.3181) (voice) or [864.565.0899](tel:864.565.0899) (TDD).