

SYLLABUS

COURSE OVERVIEW This business writing course will explore the rhetorical practices of business and workplace communication as we critically read and create professional documents to specific audiences in a variety of disciplines. We will reinforce the habit of following the iterative writing process, which emphasizes revision and a user-centered design cycle. While we discover professional writing conventions and experiment with the affordancies of writing, design, and communication technologies, we will critically reflect on the ethical, social and cognitive implications of the available choices.

This course is a Clemson Thinks2 (CT2) seminar and, as such, will focus on consciously practicing critical thinking skills through assignments, discussions and reflections. We will use critical inquiry and analysis to reflect on discourse communities' communication practices; solve communication tasks based on our understanding of organizational, political, cultural, and global contexts; and become active and competent participants in professional dialogues.

OBJECTIVES This business writing course follows the general learning objectives of Clemson University's Advanced Writing Program:

- Master critical reading skills and basic rhetorical concepts as they apply to professional environments and the ethical considerations within them
- Apply effective communication strategies to targeted readers
- Compose effectively in a variety of forms and media appropriate to the discipline

Specific leaning outcomes will be outlined in the Canvas modules and assignment descriptions.

REQUIRED MATERIALS Business Communication: A Problem-Solving Approach, 1st Edition by Kathryn Rentz & Paula Lentz I; McGraw Hill, 2017 - print or electronic version.
Laptop - fully charged, with current version of MS Office suite and other necessary software

ATTENDANCE POLICY Attendance is expected at all classes and exams. According to the *Undergraduate Announcements, 2018-2019* "The academic resources of Clemson University are provided for the intellectual growth and development of students. Class attendance is critical to the educational process; therefore, students should attend scheduled courses regularly if they are to attain their academic goals".

In this course, you are only allowed four (4) absences (excused or unexcused). Each additional absence will result in a 5% (half letter grade) reduction per absence from the final grade.

A student with an excessive number of absences may be withdrawn at the discretion of the course instructor. If you are absent, you are responsible for making up for lost work. For instructional materials, check your Canvas course site. For collaborative projects, follow up

with your group.

In case of inclement weather, power outages, etc., we will follow the suggestion of the Scholastic Policies Committee: “Any exam that was scheduled at the time of a class cancellation due to inclement weather will be given at the next class meeting unless contacted by the instructor. Any assignments due at the time of a class cancellation due to inclement weather will be due at the next class. Any extension or postponement of assignments or exams must be granted by the instructor via email or Canvas within 24 hours of the weather-related cancellation.”

Special Accommodation:

If you are a student athlete, let me know at the beginning of the semester, and I will accept the notifications of the Athletic Academic Services about your absences.

If you have a medical condition that requires you to be absent often, let me know at the beginning of the semester and provide a medical excuse.

Instructor Late Policy: Wait 15 minutes before you assume that class is cancelled.

CLASSROOM TECHNOLOGY POLICY You will be required to come to class with a charged and functional laptop. However, the use of electronic devices is allowed only for class-related activities in the classroom. All devices should be silenced, and cell phones should be put away. If there is a serious need to leave your cell phone on, such as a family emergency, you can make arrangements with me to keep it out on vibrate or to leave the classroom to take a call. In any other circumstances, I will reduce the participation and professionalism grade for cell phone use and for any other violations of the classroom technology policy.

EVALUATION Letter grades will comply with the University’s grading system as stated in the *Undergraduate Announcements, 2018-2019*.

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

Participation and Professionalism	10%
Quizzes	10%
Application Discussions	20%
Career Package	10%
Team Project	30%
Midterm Exam	10%
Final Exam	10%

STUDENT-INSTRUCTOR COMMUNICATION I will be available during my office hours and by appointment, and I will reply to emails within 48 hours during weekdays. I expect professionalism in both personal and email communication. Part of professionalism is that you check the course site first to find answers to your questions. If you have any questions concerning a grade, I will be happy to talk to you about it, but only until one week from receiving the grade. I will periodically update Canvas

with your grades; if you see a discrepancy, it is your responsibility to let me know within a week from the update.

COURSE MANAGEMENT We will be using Canvas our course management tool. Assignment will be submitted through the course site unless otherwise noted in the assignment prompt. You will need to follow closely the instructions and submission specifications posted for each assignment (including file naming conventions, feedback mode, etc.). Assignments will have strictly enforced due dates. “*Discussion*” submissions will not be accepted after the deadline. With other assignments, late work will be accepted, but the grade will be subject to point deductions.

If Canvas has technical difficulties, we will resort to email and alternative file sharing tools.

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.

COPYRIGHT STATEMENT The materials used in this course are intended for use only by students registered and enrolled in this course and only for instructional activities associated with the course. These materials are provided in compliance with the provisions of the Teach Act, and they may not be retained in any other medium or disseminated further. Refer to the “Use of Copyrighted Materials” and “Fair Use Guidelines” policy on the Clemson website for additional information: <http://libguides.clemson.edu/copyright>.

ACCESSIBILITY STATEMENT Clemson University values the diversity of our student body as a strength and a critical component of our dynamic community. Students with disabilities or temporary injuries/conditions may require accommodations due to barriers in the structure of facilities, course design, technology used for curricular purposes, or other campus resources. Students who experience a barrier to full access to this class should let the professor know, and make an appointment to meet with a staff member in Student Accessibility Services as soon as possible. You can make an appointment by calling 864-656-6848, by emailing studentaccess@lists.clemson.edu, or by visiting Suite 239 in the Academic Success Center building. Students who receive Academic Access Letters are strongly encouraged to request, obtain and present these to their professors as early in the semester as possible so that accommodations can be made in a timely manner. It is the student’s responsibility to follow this process each semester. You can access further information here: <http://www.clemson.edu/campus-life/campus-services/sds/>.

NON-DISCRIMINATION AND TITLE IX POLICY 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 at <http://www.clemson.edu/campus-life/campus-services/access/title-ix/>. Alesia Smith serves as Clemson's Title IX Coordinator and may be reached at alesias@clemson.edu or (864) 656-3181.

The schedule is subject to change.

	Topics	Readings	Assignments & Reminders
Week 1 Jan. 10.	Introduction to business writing and critical thinking	Syllabus	
Week 2 Jan. 15, 17	Foundations of business writing & knowledge management	Ch.1: Communication in the Workplace Swales: The Concept of Discourse Community	Discourse Analysis <i>Jan. 15: Last day to register</i>
Week 3 Jan. 22, 24	Writing process, conventions, styles	Ch. 2: Writing Effectively for your Audience	Definitions and Style Guides <i>Jan. 23: Last day to drop w/o W</i>
Week 4 Jan. 29, 31	Research methods and research reports	Ch. 11: Researching and Writing Reports	Company Research
Week 5 Feb. 5, 7	Career documents	Ch. 15: Communicating in the Job Search Ch. 3: Designing with Visual Appeal Hargraves: The Truth About Clichés	Career Package Peer Review
Week 6 Feb. 12, 14	Power of language	Ch 5: Creating Effective Sentences Ch. 6: Building Positive Relationships Lakoff: Metaphors We Live By	Writing and Editing
Week 7 Feb. 19, 21	Writing messages	Ch. 8: Writing Good News and Neutral... Ch. 9: Writing Bad News Messages	Ethics Cases
Week 8 Feb. 26, 28	Midterm review and eval.		Feb 26: Midterm Exam
Week 9 Mar. 5, 7	Cross-cultural Communication	Ch.7: Communication Across Cultures + Ch. 14: Organizational Culture	Organizational Culture Analysis
Week 10 Mar. 12, 14	Global Case Study – Project Launch and Team Building	Ch.14: Interpersonal Communication	<i>Mar. 15: Last day to drop w/o F</i>
Mar. 18-22.	Spring Break		
Week 11 Mar. 26, 28	Project Workshop	Ch. 10: Writing Persuasive Messages and Proposals	Case Proposal
Week 12 Apr. 2, 4	Project Workshop	Ch. 11: Researching and Creating Reports Ch. 12: Creating the Right Kind of Report	

Week 13 Apr. 9, 11	Project Workshop	Ch. 4: Communicating with Visuals	Recommendation Report
Week 14 Apr. 16, 18	Project Workshop	Ch 13: Delivering Business Presentations...	Project Presentation
Week 15 Apr. 23, 25	Final review and critical thinking reflection		Course Evaluation
Final Exam	May. 3 (Fri.) May. 1 (Wed.)	7:00-9:30 3:00-5:30	Business 007 (8:00-9:15) Business 008 (9:30-10:15))