WRIT 3132.43 (10613) Syllabus Summer 2014 (TuWedTh)   6:00-8:59 p.m. (SSB 2303)

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        At the beginning of the subject line on e-mails, list WRIT 3132, followed by the topic (e.g., WRIT 3132 - letter).
Office: Classroom; Student Services Suite 2109 (by appointment)   **Office Hours:** 9:00-9:40 pm (TuWTh)
Textbook: Kolin, Philip C. *Successful Writing at Work.* 10th ed. Boston: Houghton Mifflin, 2013. *(required)*
Materials: E-mail accessibility; USB Sticks   **Skills:** Word processing/general typing

Catalog Description: Theory and practices of business communications; preparation of effective letters, policy statements, procedures, reports and related documents.

Course Description: This course introduces communication issues and is designed to help you master effective writing skills needed to achieve your potential as leaders and managers. Letters, reports, and memos reflect business situations. Because of the close connection between business situations and communication, course topics include audience, purpose, persuasion, and issue identification, as well as format and organization that apply to all written/oral communication. Electronic transfer of some assignments is required.

Course Objectives: After completing this course, you will have information that will enable you to:

- Analyze the functions and forms of organizational communication.
- Understand the importance of task analysis and audience anticipation.
- Determine an appropriate format to present information through written and oral communication, using standard grammar.
- Understand and use formal and informal methods for researching data and generating ideas.
- Use research results in written and oral communication formats.
- Develop original research for a long report.
- Write and document a long report.
- Utilize revision techniques that make a written document clear, accurate and concise.
- Compose and analyze letters and memos.
- Become familiar with communicating by computer and with using information technology effectively.
- Organize, format, and produce a persuasive résumé and application letter.
- Edit your own communication and critique others' communication.

Course Policies and Requirements:

Attendance: Your grade will benefit most by class attendance since lectures pertain to assignment criteria, collaborative assignments are started, and in-class assignments **cannot** be made up outside of class. Even if you don't have an outside assignment completed, coming to class will prepare you for the next assignment. While you are in class, you will gain the most information by putting your cell phones away.

Reading Assignments: The chapters identified in the schedule will help you understand the lectures and complete the assignments. You will profit most by reading chapters before class.

Writing Assignments: Begin all assignments by reading the description included in the syllabus; this will help you to focus on the main objectives. For most assignments, MLA will be used for documentation. In-class assignments will be completed in the computer lab. Label all succeeding pages with a header or footer notation with your name. *Keep a hard copy and disk copy or computer file of all work until the end of the term, including graded assignments.*

Collaborative Assignments: Some assignments will use a team approach. Professional conduct is expected when working with peers.

Grades: It is to your advantage to complete all assignments. Papers will be graded on a numeric system with 100 points possible for most assignments. One to two points will be deducted for grammar and spelling errors with one point for apostrophe and spacing; four points will be deducted for major grammatical errors, such as comma splices, run-on sentences, and inappropriate fragments. Six points will be deducted for poor syntax or lack of sentence sense. For assignment objectives, point deductions will vary (see Writing Assignments and Values on pages 2 and 3 of this syllabus). Occasionally during class there may be a quiz or an assignment for extra points.

Grading Scale at UHCL Grading System:

A	(4.000)	93-100	C	(2.000)	73-76
A-	(3.667)	90-92	C-	(1.667)	70-72
B+	(3.333)	87-89	D+	(1.333)	67-69
B	(3.000)	83-86	D	(1.000)	63-66
B-	(2.667)	80-82	D-	(0.667)	60-62
C+	(2.333)	77-79	F	(0.000)	below 60

Late Papers: Fifteen points will be deducted for late papers unless you have an emergency, such as illness, funeral, business trip, etc. Documentation (e.g., obituary, copy of ticket) should be attached to the late assignment.

Make-up Day: If you have missed in-class assignments, the make-up day is **July 3.**

UHCL Academic Honesty Policy: You are responsible for knowing and understanding the current policy regarding academic honesty, which is available on-line. Plagiarism is using another's work or ideas, either paraphrased or written verbatim, as your own and not giving the author credit or not using accurate documentation and required punctuation; **review Chapter 8 of the text carefully.** Students caught plagiarizing will receive a "0" for the assignment, and the dean's office will be notified as outlined in the procedure.

Disabilities: If you have a disability and need special accommodation, consult first with the Coordinator of Health and Disabilities Services and then discuss the accommodation with me.

Assignments Related to Major Project
Your major project may be completed individually or by a team of 2-4 students.

Proposal for Major Project [Sample pp. 631-634]   5% _____
Write a memo that outlines your topic for the major project that *solves a local business
problem or personal concern.* Topic ideas are on pages 613 and 638. Review the proposal
handout for details. Include interview questions. If you have chosen a questionnaire for your
second original research, attach it to the proposal. Include at least seven potential sources,
which include the original sources. The major report will **not** be accepted without an approved proposal.
Turn in a printed and an electronic copy via Blackboard on June 5.

Progress Letter with Interview Responses, Interview Summary, & Annotated Bibliography
[Letter Sample p.659; Interview Responses p. 340]   10% _____
In a letter with headings [including work completed, work in progress, work remaining, and
problems] (30 points), identify the progress of your major project. Enclose responses from
your interview (30 points) [see p.314-15], a summary of the interview (10 points) , and an annotated
bibliography (30 points) with at least seven sources, including the interview, additional original
source, and other sources. **This assignment is due June 17.**

Major Project/Report [Sample report pp.389-413, 702-718]   25% _____
This assignment is the capstone for the course, blending the objectives from almost every
assignment. It must be based on your approved proposal or revised progress report. Review
the major report handout for more details. Signatures of all team members are required on the
transmittal letter. **Turn in two hard copies and post it on Blackboard.** *If a team is preparing the
report, turn in a hard copy for each member and one for the instructor.* **The major report is due
by the end of class June 25.**

*Major Project/Report Peer Review   5% _____
To develop evaluation skills in relation to business communications, you will read reports and
critique them, as well as write an abstract. *Your textbook* *and notes may be used.*
The assessment exercise will be June 26.

Speech   5% _____
Present a speech about your major project that introduces your research, highlights a
major finding, or summarizes results. *Use of Power Point software is required.* At the
beginning of class, give a copy of your slides (3-6 to a page) to the instructor.
Speeches will be given July 1.

*indicates in-class assignment

<h1 style="text-align:center">Writing Assignments and Values</h1>

Changes in the number of assignments may be made at the option of the instructor. Other in-class assignments may be completed.

*Abstract/Summary   5% _____
>   On **June 10,** write an informative abstract over an assigned article (85 points).
>   Paraphrase the content and document the source correctly with a citation
>   before the paragraph (15 points). See pages 410 and 415.

*Letter(s)
>   On **June 4**, write a professional letter(s) assigned by the instructor   5% _____

*Integrating Sources   5% _____
>   On **June 12,** write a paper of 350 words or more, using the sources provided and
>   correctly documenting the paper. Follow the directions in the handout.

Job Search Assignment   10% _____
>   On **June 18,** bring to class the job announcement, noting skills required (10 points),
>   a paragraph describing the company (10 points), application letter (40 points)
>   and résumé (40 points). Five points will be deducted for the first misspelled word
>   in the letter and résumé.

*Visual Exercise   5% _____
>   On **June 11,** develop visuals on computer software and write supporting paragraphs
>   and/or a short report to explain the visuals (100 points). In particular, pay attention
>   to number usage (see pages A-14-15). Turn in a printed copy and post your assignment
>   on Blackboard.

*Company Exercise   5% _____
>   On **June 18,** write an assigned company exercise selected from material covered
>   this term, which may include letters, visuals, short reports, or a combination of formats.

Instructions   10% _____
>   Collaboratively develop a set of instructions. You may select your own topic.
>   Ideas are on pp. 598-99 (#3 & #5). Identify your audience (5 points), and include a
>   list of supplies/tools (5 points), numbered steps along with an appropriate introduction
>   and conclusion (45 points), and at least three visuals (30 points). **Make copies of your
>   instructions for each member of your group and one for the instructor and turn in
>   your assignment on June 24.**
>   *Critique/Peer Review of Instructions: On the same day the instructions are due, **June 24,**
>   you will write a memo (15 points), critiquing another set of instructions.

*Short Quizzes   5% _____
>   Short quizzes will be available on-line or administered in class over grammar or class
>   content. A quiz is scheduled for **July 2.**

*indicates in-class assignment