

BUSI 2212 PROFESSIONAL BUSINESS WRITING(3 credit hours)

Elmira College

SUMMER 2024

Required Text:

Gerald J. Alred(2019). *The Business Writer's Handbook*(12th ed.). Bedford/St. Martin's.
Supplemental readings might be included to illustrate or expand on textbook readings.

Pre-requisites: ENGL 1156 Academic Essay Writing

Course Description

This comprehensive course is designed to equip students with the essential skills needed to communicate effectively within the dynamic and diverse environments of organizations, spanning corporations, government agencies, and non-profit organizations. The course focuses on developing students' proficiency in written communication, a critical aspect of professional success in various career paths that demand substantial interaction within and outside organizations.

Course Objectives and Goals

- Develop the ability to communicate clearly and concisely in a business context;
- Learn to write professional emails, letters, and memos that adhere to business etiquette;
- Understand the principles of effective argumentation in business communication;
- Learn the principles of document design for creating visually appealing and reader-friendly documents;
- Master the skills required for writing comprehensive and informative business reports.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Class Participation	10%
3 Essays	30%
2 Quizzes	20%
2 Exams	40%
Total	100%

Grades will be assigned as follows:

A 93% and above	B- 80 - 82%	D+ 67 - 69%
A- 90 - 92%	C+ 77 - 79%	D 63 - 66%
B+ 87 - 89%	C 73 - 76%	D- 60 - 62%
B 83 - 86%	C- 70 - 72%	F 59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Analyzing Your Audience's Needs	Chapter 1	
Writing for Varied and Multiple Audiences	Chapter 2	
Purposes and Audience	Chapter 3	Quiz 1
Application cover letters	Chapter 4	
Abbreviations and Letters	Chapter 5	
Memo Format	Chapter 6	Essay 1
Proposal Strategies	Chapter 7	
Reports	Chapter 8	Quiz 2
Social media	Chapter 9	
Interviewing for information	Chapter 10	Exam 1
Professional and Personal Titles	Chapter 11	
Personal Information and Overview	Chapter 12	
Analyzing Your Background	Chapter 13	Essay 2
Linking Causes to Effects	Chapter 14	
International correspondence	Chapter 15	
Digital Formats and Media	Chapter 16	
Business writing style	Chapter 17	Essay 3
Writing Style and Privacy Considerations	Chapter 18	
Constructing Effective Sentences	Chapter 19	
General and specific methods of development	Chapter 20	Exam 2