

Welcome to ENGL 0392

Business & Technical Writing Online

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Business and Technical Writing

SPR 2016

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Bates 222 572-5331

Online Office hours TBA
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This course is designed to prepare you to:

- **Write more powerfully, persuasively, and successfully in business**
- **Employ the strategies of writing clear and effective memos, letters, and reports, including techniques for tables and graphs**
- **Apply the 3-step Writing Process in order to produce more concise and economical writing**
- **Focus on revision techniques for improving final-draft documents, including appearance and style**
- **Think critically about the business decisions which govern your writing**
- **Merge into the 21st Century: learn about “Web 2.0” communication**

With all the goals and objectives stated above, one of them, as you will learn if you take the course, is to generally keep things simple: that is, what the list above is really saying is that we will practice the 3-step writing process, with as much attention to one step as another. Those steps are: 1) Pre-writing information-gathering, followed by 2) initial composition of ideas in a draft, followed by 3) taking a critical look at the document you've produced and then spending quality time paying attention to specific details of structure and word choice/placement.

This is a writing class, so grades are based on writing. You will write memos, letters, emails, blog posts, and answers to exercises found in the course text. Students have an online posting lounge where they can exchange ideas of any sort, and you will also contribute brief posts to “discussion boards” where the entire class participates. Any attachments you send me through the course e-mail system should be saved in Microsoft Word .docs.

Grading over the course will be assessed as follows:

Homework/Assignments (every “Assignment” except for the 6 “Cases” in section III of the text):
15 percent

“Case” writings in Weeks 10, 11 & 12: 45 percent total (each Case is 7.5 points)

Class Discussion Activities (Discussion posts, responses): 10 percent

Journal Entries: 15 percent (graded at mid-semester and end of course)

Group Formal Report: 15 percent (all members of a group get the same grade)

The text is **the 13th edition** of Bovee/Thill's *Business Communication Today*: to rent the text from CourseSmart, students can paste a link (TBA) into a browser and rent the text. It will also be available through sale or rental via the WSU Bookstore.

Your professor will be on the course site daily through each week of the course, and online office hours will also be posted.

When the course begins, all email will be conducted via the internal email system built into the course. If you have questions before that date, feel free to email me at gneikirk@westfield.ma.edu. "See" you soon, perhaps.