

# Welcome to ENGL 0392

## *Business & Technical Writing Online*

**ENGL 0392-551      Business and Technical Writing      Summer I 2014**

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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 new 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 the other. 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 must be saved in Microsoft Word .docs.

Grading over the course of the 6 weeks for this course will be assessed as follows: Discussion posts 12.5 percent; Journal and Homework (Assignments link) writing: 12.5 percent; Six “Case” studies from the chapters of the text (memos, letters, reports): 12.5 percent each (75 percent).

The text is the 10<sup>th</sup> edition of Bovee/Thill's *Business Communication Today*; to rent the text from CourseSmart, students can paste the following link into a browser and obtain the 10<sup>th</sup> edition of the text: [http://www.coursesmart.com/IR/1890503/9780138155056?\\_\\_hdv=6.8](http://www.coursesmart.com/IR/1890503/9780138155056?__hdv=6.8).

The text may also be available through sale or rental via Ashley Reale at the WSU Bookstore..

It is very important that writers in this class obtain the text **prior to the beginning of the course**. The first assignments, due at the end of the first week, cannot be completed without the text, so if you don't want to get behind, please find a hard copy or web version of the Bovee Thill textbook, 10<sup>th</sup> edition only.

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](mailto:gneikirk@westfield.ma.edu).

“See” you soon, perhaps.