SYLLABUS FOR ENGLISH 2311

TECHNICAL AND BUSINESS WRITING

Semester Hours Credit: 3

INSTRUCTOR: ______________________

OFFICE HOURS: __________________

I. INTRODUCTION

A. English 2311 is the study and practice of writing in professional settings. This class focuses on documents necessary to make decisions and take action on the job such as letters and memorandums, reports, proposals, e-mail, and other documents. The course includes significant teamwork.

B. This course satisfies the English requirement in most curricula. Please check your degree plan to determine the status of this course in your program of study.

C. Prerequisite: ENGL 1301 or equivalent with an earned course grade of "C" or above.

II. LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

A. Understand the requirements and ethics of technical and business writing in the 21st Century workplace.

B. Work professionally individually and in a team to produce effective business and technical documents incorporating verbal, visual, and multimedia materials as necessary.

C. Communicate effectively by analyzing audience, organizing documents, writing clearly and precisely with no grammar errors and presenting the document with skillful design. Locate, evaluate, and incorporate pertinent information. Write clear, intelligent technical reports.

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books
IV. COURSE REQUIREMENTS

A. Reading Assignments

- Read all assignment chapters from the e-book
- Build vocabulary by focusing on bolded words in the text.
- Refer to all figures and relate the data to the content of the lesson.
- Focus reading and studying by paying attention to section headings in each chapter.

B. Discussion boards, weekly written assignments, graphics assignment, midterm exam, research, and final project.

Emphasize document design, page layout, and visual development of documents

Work professionally in teams. Teams are vital to successful contribution in the global economy.

The instructor may require an oral report.

C. CLASS PERFORMANCE

D. CLASS PARTICIPATION

1. Regular attendance and punctuality
2. Constructive class and team participation
3. Completion of assignments

V. EXAMINATIONS

There will be a midterm exam covering eight chapters from the e-book

VI. SEMESTER GRADE COMPUTATION

- Writing assignments 50%
- Discussion boards 14%
- Midterm exam 10%
- Final project 26%
VII. NOTES AND ADDITIONAL INSTRUCTIONS FROM COURSE INSTRUCTOR

Withdrawal from Course: If a student is unable to continue in this class, it is the student's responsibility to file an Application for withdrawal at the Records office. The student must sign the withdrawal form, and if the case of military tuition assistance students, the Education Services Office must also sign it. Failure to file the withdrawal form will result in Administrative withdrawal with the grade of F.

Administrative Withdrawal: Students may be administratively withdrawn from any class when their absences exceed a total of four (4) class meetings for sixteen-week semesters, three (3) class meetings for eleven-week, eight-week, and six-week semesters, and in the opinion of the instructor they cannot satisfactorily complete the course. The final decision rests solely with the instructor.

Incomplete Grade: The college catalogue states, "An incomplete grade may be given in those cases where the student has completed the majority of the course work but, because of personal illness, death in the immediate family, or military orders, the student is unable to complete all of the requirements for a course. It is the responsibility of the student to arrange with the instructor to complete the course and change the 'IP' grade within the time specified."

Disability Support Services provides services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at www.ctcd.edu/disability-support for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

VIII. COURSE OUTLINE

A. Unit One: Professional Communication and Audience Analysis

1. Learning Outcomes:
   a. Write in a professional manner.
   b. Define how technical writing differs from academic writing.
   c. Understand the importance of audience analysis including needs, interests and background.

2. Learning Activities:
   a. Read Chapters 1 and 2 in e-book.
b. Complete Discussion 1.

c. Create a flyer based on analysis of an audience demographic.

3. **Unit Outline:**
   
a. "Professional Communication"

b. "Audience Analysis"

---

**B. Unit Two:** Proposals and Communicating Across Cultures

1. **Learning Outcomes:**
   
a. Recognize the types of proposals and typical scenarios.

b. Identify the common sections in proposals.

c. Develop an awareness of culture and cultural contexts.

d. Prepare a topic proposal memo.

2. **Learning Activities:**
   
a. Read Chapters 3 and 13.

b. Complete Discussion 2.

c. Write a topic proposal memo for final project.

3. **Unit Outline:**
   
a. "Proposals"

b. "Communicating Across Cultures"

c. "Readers and Contexts of Use"

d. "Ethics in the Technical Workplace"

---

**C. Unit Three:** Components and Design of Technical Reports

1. **Learning Outcomes:**
   
a. Identify the required components of a formal report.
b. Formulate a topic and complete a topic proposal memo.

c. Explain the basic design and readability conventions for your final project.

d. Outline the design of your final project report.

2. Learning Activities:
   a. Read Chapters 10 and 11.
   b. Complete Discussion 3
   c. Begin Research for Final Project

3. Unit Outline:
   a. "Technical Reports: Components and Design"
   b. "Basic Design and Readability in Publications"

D. Unit Four: Information Literacy

1. Learning Outcomes:
   a. Define information literacy.
   b. Evaluate sources based on their credibility by completing an assignment.
   c. Examine primary and secondary sources for their usefulness in a final project.
   d. Create an annotated bibliography for the final report.

2. Learning activities:
   a. Read Chapters 4 and 5
b. Complete Discussion 4  
c. Write Source Evaluation  
d. Complete Midterm Exam  

3. Unit Outline:  
   a. "Information Literacy"  
   b. "Citations and Plagiarism"  

E. Unit Five: Employment Materials  

1. Learning Outcomes:  
   a. Identify and create common employment documents such as a resume and cover letter.  
   b. Explain the steps leading to a successful career position job search.  
   c. Differentiate between current skills and experience and what is still needed to achieve educational and employment goals.  
   d. Incorporate knowledge into a simulated job search by creating a targeted resume and cover letter.  

2. Learning Activities:  
   a. Read Chapter 12.  
   b. Complete Discussing 5.  
   c. Write a Resume and Cover Letter Targeted for a Specific Job.  
   d. Continue Research for Final Project  
   e. Develop an Outline for Final Project  

3. Unit Outline:  
   a. "Employment Materials"
F. Unit Six: Outlines and Business Ethics

1. Learning Outcomes:

   a. Construct an outline of the final project and evaluate an ethical situation.
   
   b. State the benefits of outlines for current and future writing assignments and create a progress report/outline.
   
   c. Identify ethical considerations in technical writing.
   
   d. Critique the Ethical Dilemma.

2. Learning Activities:

   a. Read Chapters 7 and 9.
   
   
   c. Write a Progress Memo and Outline Assignment.
   
   d. Continue Research for Final Project

3. Unit Outline:

   a. "Outlines"
   
   b. “Ethics in the Workplace”

G. Unit Seven: Creating Graphics

1. Learning Outcomes:

   a. Identify the types of graphics used in technical writing.
   
   b. Explain how graphics help clarify information in a report.
   
   c. Create three graphs in order to show competency in using them.
   
   d. Incorporate graphics into the final report.
2. Learning Activities:
   a. Read Chapter 8.
   c. Write Course Evaluation Assignment.
   d. Final Revision of Final Project
3. Unit Outline:
   a. "Creating and Integrating Graphics"
b. "Proposals"

c. "Analytical Reports"