



# ENGL. 2311.002-Technical and Business Writing (F2F)

Course Syllabus: Spring 2024

*“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”*

**Instructor: Mandy Smith**

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	1:30-4:30	1:30-4:30	1:30-3:30	1:30-3:30		Email anytime

***This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.***

*Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.*

### Course Description:

3 credit hours.

Lecture/Lab/Clinical: Three hours of class each week.

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice individual and collaborative processes involved in the creation of ethical and efficient documents.

### Prerequisite(s):

None

### Student Learning Outcomes:

Upon successful completion of this course, students will:

1. Recognize, analyze, and accommodate diverse audiences.
2. Produce documents appropriate to audience, purpose, and genre.
3. Analyze the ethical responsibilities involved in technical communication.
4. Locate, evaluate, and incorporate pertinent information.
5. Develop verbal, visual, and multimedia materials as necessary, in individual and/or collaborative projects, as appropriate.
6. Edit for appropriate style, including attention to word choice, sentence structure, punctuation, and spelling.
7. Design and test documents for easy reading and navigation.

### Evaluation/Grading Policy:

Your assignments will be evaluated using the following point values:

Process analysis essay	10%
Business project proposal	10%
Business plan	15%
Business project writing assignments	15%

Marketing plan assignment	10%
Final Report	20%
Oral/visual final project presentation including images	15%
Attendance	5%

**Total 100 percent**

Assignments will be graded within two weeks of receipt or before your next assignment is due. Your essays will be graded holistically based on the scoring rubric. (See the evaluation criteria (rubric) for writing assignments at the end of the syllabus.)

**Required Instructional Materials:**

*Excellence in Business Communication* 13th Edition. Editors: John V. Thill & Courtland L. Bovée

**Publisher:** Pearson, New Jersey: 2020

**ISBN Number:** 978-0-13-519218-4

The textbook is required and provides essential information for successful completion of this course. You can purchase your textbook at the NTCC College Store.

**Optional Instructional Materials:**

None

**Minimum Technology Requirements:**

You will need access to a computer to complete the writing assignments for this class. You will be typing your assignments and submitting the assignments through Blackboard.

**Required Computer Literacy Skills:**

Blackboard Learning Management System, Microsoft Word processing, average email usage

**Course Structure and Overview:**

This technical and business writing course is designed to help students develop the analytical and writing skills that are needed in a professional setting. The class will also include reading assignments that challenge students to examine an assortment of reading and visual material offered in the textbook and through online sources. Overall, the goal of this course is to help students grow as both thinkers and writers. Higher order skills acquired in thinking and writing help students process a variety of information in a rapidly changing world. In the process, students will begin to take a more disciplined approach to writing with a diverse audience in mind.

**Writing Assignments:**

Please follow these instructions when writing your papers:

- Writing assignments must be typed.
- Use Times New Roman 12 pt. font.
- Double-space
- Pay close attention to spelling, grammar, and punctuation.
- Due dates for writing and reading assignments will be assigned during class and will also be noted in the class calendar.
- Rough drafts should be brought to class in digital or printed versions for a peer review session on the due date. WEPA printing cards can be purchased in the NTCC bookstore. WEPA printers are located in the SUB and in the Learning Commons (library).
- Final draft assignments will be submitted through a Blackboard assignment link on the due date.
- **Late assignments are only accepted at the instructor's discretion. Emergency situations will be handled on an individual basis.**

**Reading Assignments:**

Students are expected to read all assigned material before coming to class. You will be expected to respond to reading assignments orally during class discussions.

**Communications:** Office hours are listed on the top of the front page of this syllabus. I have also listed my cell phone. I do accept calls and text messages on my cell. You can also reach me through TEAMS and emails. Emails will be answered within 24 hours. **Please note that NTCC email and TEAMS are the official form of communication used by the college.**

**Institutional/Course Policy:**

To complete this course successfully, you should do the following:

- Read all of the textbook assignments
- Participate actively and meaningfully in all group discussions
- Prepare and submit all writing assignments on time
- Attend class regularly

Always remember to bring your textbook, paper and writing utensil to each class. You will not be successful in this class without the appropriate materials. Please don't engage in casual conversations during our lecture, discussion and group times or while we are working on other assignments. I reserve the right to act as necessary to maintain a productive class environment, including asking disruptive students to leave, and in extreme circumstances, dropping chronic disruptors from my course. I will not tolerate uncivil behavior toward other class members during class discussions. Please do not use cell phones, tablets or computers during class unless the device is being used as a part of the classwork. Please inform me at the beginning of the semester if you plan to use a digital copy of the textbook. See the evaluation criteria (rubric) for writing assignments at the end of the syllabus.

**Attendance policy:**

Attendance will be taken either orally or by a sign-in sheet. If you come to class late, it is your responsibility to make sure that the instructor counts you in attendance for that day. **Students who miss more than five class periods will be subject to failure in this course.**

**Course Evaluations:**

Toward the end of the course you will be asked to complete an online course evaluation. Students are encouraged to fill out an online evaluation for each of their courses. This will be your opportunity to share important feedback on each of the courses you take at NTCC and the faculty member who teaches the class. Please watch for info about the evaluation on your NTCC email account and make sure you participate in evaluating your experiences in the classroom.

**Withdrawal policy:**

It is your responsibility to drop or withdraw from a course. Failure to do so could result in receiving a failing grade for the course.

**Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:**

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to, online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC's website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

**Statement Regarding the Use of Artificial Intelligence (AI) Technology:**

Absent a clear statement from a course instructor, use of or consultation with generative AI shall be treated analogously to assistance from another person (collusion). Generative AI is a subset of AI that utilizes machine learning models to create new, original content, such as images, text, or music, based on patterns and structures learned from existing data (Cornell, Center for Teaching Innovation). Unauthorized use of generative AI tools to complete an assignment or exam is not permitted. Students should acknowledge the use of generative AI and default to disclosing such assistance when in doubt. Individual course instructors may set their own policies regulating the use of generative AI tools in their courses, including allowing or disallowing some or all uses of such tools. Students who are unsure of policies regarding generative AI tools are encouraged to ask their instructors for clarification. **(Adapted from the Stanford University Office of Community Standards-- accessed August 31, 2023)**

**NTCC Academic Honesty/Ethics Statement:**

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

**Plagiarism:**

In any written paper, you are guilty of the academic offense known as plagiarism if you do not produce your own work by either fully copying or half-copying another person's words or sentences. You cannot mix another author's words with your own or "plug" your synonyms into another author's sentence structure. If you use words, phrases, or sentences from another source even if you are paraphrasing, you must cite the outside material within the text and on a work cited page. Written assignments created by ChatGPT or other forms of artificial intelligence (AI) are also considered a form of plagiarism because you are not producing your own work. Plagiarism usually results in an automatic grade of "F" for the assignment or the course, depending on the offense. Most written assignments for this course will be submitted to TurnItIn.com, which includes a plagiarism and AI checker. Both the similarity report and the AI report are used to determine plagiarism.

**Eagle Assist:**

At Northeast Texas Community College, we understand that students often need support that extends beyond the classroom. "Eagle Assist" is the place to start when looking for that type of assistance. Our support system is here to help you succeed in both your academic and personal growth. [www.ntcc.edu/eagleassist](http://www.ntcc.edu/eagleassist)

**Services provided:**

- [Mental Health Counseling](#)
- [Classroom Accommodations](#)
- [NTCC Care Center Food Pantry](#)
- [NTCC Care Center Hygiene Closet](#)
- [NTCC Care Center Cook Nook](#)
- [Financial Literacy](#)
- [Child Care Assistance](#)
- [Emergency Aid](#)

Can't find what you are looking for? Send us a message at [eagleassist@ntcc.edu](mailto:eagleassist@ntcc.edu)

Mental Health Counseling Services are available to all NTCC students.

- Visit the following page to get your account activated:  
[www.thevirtualcaregroup.com/ntcc](http://www.thevirtualcaregroup.com/ntcc)

\*Dual credit students please email [cstansell@ntcc.edu](mailto:cstansell@ntcc.edu) if interested.

### **ADA Statement:**

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This college will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

### **Family Educational Rights and Privacy Act (FERPA):**

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

### **Assignment Calendar Spring 2024**

*Tentative Course Timeline (\*note\* instructor reserves the right to make adjustments to this timeline at any point in the term):*

- Week 1** Welcome to the class - Course and Syllabus review  
Begin reviewing and discussing Part 1 "Understanding the Foundations of Business Communications" by reading chapter 1 "Professional Communication in a Digital, Social, Mobile World" beginning on page 1
- Week 2** **Begin working on Process Analysis Essay**  
Review the "Three-step Writing Process" pages 127-128 for discussion in class  
Begin researching ideas for business project assignment
- Week 3** **Peer review process analysis essay in-class**  
Review and discuss Part 2 "Applying the Three-Step Writing Process"  
Review information on writing a proposal on page 378 for discussion in class  
Begin reading chapter 5 "Planning Business Messages"  
**Submit final draft of process analysis essay to Blackboard assignment**  
Choose project idea
- Week 4** Review and discuss chapter 6 "Writing Business Messages"  
Review "Creating Successful Business Plans" on pages 373 and 374 and visit the Small Business Administration website, [www.SBA.gov](http://www.SBA.gov), to gather information on

preparing a business plan for discussion in class  
**Submit project proposal to Blackboard assignment**  
**Begin working on business plan**

**Week 5** Review chapter 6 “Writing Business Messages”  
Continue working on business plan

**Week 6** Review and discuss Part 3 “Crafting Brief Business Messages”  
Review the planning and preparing of email messages on pages 229-232  
Review memo writing format on page 571 and on The Owl at Purdue Online Writing Lab  
Website at <https://owl.purdue.edu/>  
Begin working on memo and job description assignments  
**Submit business plan assignment to Blackboard**

**Week 7** **Submit memo assignment to Blackboard**  
**Submit job description assignment to Blackboard**  
Discuss and review marketing plan on the SBA website (sba.gov)  
**Begin working on marketing plan**

**Week 8** Read pages 561-567 on writing business letters  
**Begin working on business letter writing assignment**

### **Spring Break**

**Week 9** **Submit marketing plan assignment to Blackboard**  
Read Chapter 12 “Planning Reports and Proposals”  
Review the example of a final report on pages 421-434  
**Begin working on final report project**

**Week 10** **Submit letter writing assignment to Blackboard**  
Read pages 495 to 506 on planning and creating a resume  
Review resume writing on The Owl at Purdue Online Writing Lab website  
**Begin working on resume assignment**

**Week 11** Continue working on final report  
**Begin working on oral presentation of final report**

**Week 12** **Submit resume assignment to Blackboard**  
Continue working on final report  
**Continue working on oral presentation of final report**

**Week 13** **Peer review final report rough draft (in class)**  
Begin final report presentations

**Week 14** Continue final report presentations

**Week 15** Continue final report presentations  
**Submit final report to Blackboard**

**Week 16** Continue final report presentations

**Finals Week – Final in-class writing assignment**

## Appendix A

### EVALUATION CRITERIA FOR WRITING ASSIGNMENTS

Grade	Criteria
90-100	The writing provides a well-organized response to the topic and maintains a central focus. The ideas are expressed in appropriate language. A sense of pattern of development is present from beginning to end. The writer supports assertions with explanation or illustration, and the vocabulary is well suited to an academic paper. Sentences and phrasings within sentences reflect a command of standard written English, including what constitutes a complete sentence. Grammar, punctuation, and spelling are almost always correct.
80-89	The writing provides an organized response to the topic. The ideas are expressed in clear language most of the time. The writer develops ideas and generally signals relationships within and between the paragraphs. The writer uses vocabulary that is appropriate for the topic and avoids oversimplifications or distortions. Sentences generally are complete and also grammatically correct, although some grammatical errors may be present when sentence structure is particularly complex. With few exceptions, punctuation, and spelling are correct.
70-79	The writing shows a basic understanding of the demands of essay organization, although there might be occasional digressions. The development of ideas is sometimes incomplete or superficial, but basic logical structure can be discerned. Vocabulary generally is appropriate for the topic but at times is oversimplified. Sentences reflect a sufficient command of standard written English to ensure reasonable clarity of expression. Sentence fragments, fusions, and comma splices may be present. Grammar is usually, although not always, correct. Common words are spelled correctly but more difficult words may be misspelled.
60-69	The writing provides a response to the topic but generally has no overall pattern of organization or begins with a response to the topic but does not develop the response. Some paragraphs have adequate structure, but ideas are often undeveloped or are repeated and/or seem to be presented randomly. The writer generally does not signal relationships within and between paragraphs. The writer uses informal language frequently and writes in a conversational style when appropriate academic prose is needed. Vocabulary seems limited and words may be misused. Sentences are often simplistic and lacking in variety. Sentence phrasing obscures rather than enhances clarity of expression. The writing has recurrent grammatical problems or has occasional problems <i>only</i> because of the narrow range of sentence and language variety. Fragments, fusions, and comma splices are common. Punctuation, and spelling errors occur often.
Below 50	The writing suffers from general incoherence and has no discernible pattern of organization. It displays a high frequency of error in the regular features of standard written English. Lapses in punctuation, spelling, and grammar often frustrate the reader. Or, the writing is so brief that any reasonably accurate judgment of the writer's competence is impossible.

## Syllabus Acknowledgement Statement

**A syllabus is a binding contract between the student, instructor and the institution. As such, all students enrolled in this course are asked to closely read the syllabus and sign this syllabus acknowledgment.**

**By signing the acknowledgment, you are agreeing to the following:**

1. I have read the syllabus and understand the course description and course goals, the student learning outcomes, the expectations of the instructor, the assignment directions, the section on academic ethics and honesty, and the responsibilities I have as a student in this course. If I do not believe that I can complete the requirements outlined in the syllabus, it is my responsibility to withdraw from the course.

(Please circle one)

A. Agree

B. Disagree

2. I have read the information provided in the syllabus on academic ethics and honesty. I understand that if I am discovered to be cheating or colluding on work assigned in this class, I could receive a zero for the assignment. I also understand that if I am found to have submitted a paper for credit that contains any amount of plagiarized material, I could receive a grade of "F" for the assignment or for the entire course.

(Please circle one)

A. Agree

B. Disagree

**Signature** \_\_\_\_\_