



ENGL 2311.088 – Technical & Business Writing

Course Syllabus: Fall 2026

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

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Weekday	Office Hours
Monday	1:30-5:30
Tuesday	1:30-4:30
Wednesday	Online By Appointment
Thursday	1:30-4:30
Friday	Online By Appointment

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:

The breakdown of the course requirements is as follows:

%	Requirement
10%	Process Analysis Essay Project
10%	Business Proposal
20%	Business Plan and Mission Statement Assignment
10%	Business Project Writing Assignments
10%	Group Project
10%	Marketing Plan and Logo Assignment
10%	Resume and Letter Writing Assignments
20%	Final Written and Visual Report
100%	Total

Semester grades will be earned as follows

Percentage	Letter Grade
90% and above	A
80 %–89%	B
70 %–79%	C
60%–69 %	D
59.9% and below	F

Using the Normal Style text insert full detailed grading policies

Required Instructional Materials:

Online text: TPW” Technical and Professional Writing - OpenOregon Educational Resources

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 essays in Word and submitting the final draft assignments through Blackboard.

Required Computer Literacy Skills:

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

Students must have daily access to a computer and broadband internet service to take this course. The computer should have Windows XP SP3 or later or MAC OS X10.3 or higher. You will need Office 2003 or higher. The operating system can be checked by right clicking on the "My Computer" icon on the home screen. The Word processing system can be checked by going to "Start" and clicking on "All Programs." You may not be able to complete your assignments on your smartphone, a tablet, or a Chromebook.

It is recommended that you use Safari, Google Chrome, or Firefox as a browser with the Blackboard LMS (learning management system).

Required Computer Literacy Skills:

In order to be successful in this course, students should minimally possess the following technical skills:

- 1) The ability to properly use email, attach documents to email, and open, download, and save attachments
- 2) The ability to properly update personal computer settings
- 3) The ability to properly utilize online help when needed
- 4) The ability to properly use a word processing application
- 5) The ability to properly print an electronic file to a printer
- 6) The ability to properly submit files in the Blackboard assignment windows
- 7) The ability to properly save documents in a .docx or .rtf format and save in an electronic form in multiple places, e.g. computer hard drive, portable flash drive, cloud storage, etc.
- 8) The ability to properly connect to a broadband internet system
- 9) The ability to properly search for and locate information on the internet

Course Structure and Overview:

This English tech and business writing course is designed to help students develop their critical thinking, research and writing skills. The class will also include reading assignments that challenge students to think and effectively respond both in writing and orally to a variety of reading and visual material. Overall, the goal of this course is to help students grow as thinkers and writers. Higher order skills acquired in thinking and writing help students process information in a rapidly changing world and reflect on the deeper meanings of print and visual media. Students who utilize rhetorical tools and strategies achieve a level of sophistication in writing that invites audiences to join them in examining issues from multiple layers of meaning. In the process, students begin to take a more disciplined approach to writing and develop their voices through every day and argumentative writing.

Reading Assignments:

Students are expected to read all assigned material. Failure to read and respond effectively to the reading assignments could affect your grade in the 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 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.

STUDENT RESPONSIBILITIES AND EXPECTATIONS:**Course Expectations:**

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

- Read all of the textbook assignments.
- Participate actively and meaningfully in all assignments.
- Prepare and submit all writing assignments on time.

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.

Communications:

Office hours are listed on the top of the front page of this syllabus. Emails will be answered within 24 hours. Please note that NTCC email is 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 be reading material from the textbook and completing in-class writing assignments in a writing journal. 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.

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:

Employees and students shall be permitted to explore artificial intelligence (AI) and implement its use in and out of the classroom in accordance with policy and administrative regulations. The use of AI shall only be as a support tool to enhance student outcomes or as necessary to engage in research and shall never take the place of faculty, staff, and student decision-making. Any use of AI must comply with law, policy, and administrative regulations relating to student and employee privacy and data security. A student shall only use AI tools with faculty permission and shall be expected to produce original work and properly credit sources, including AI tools used in creating the work.

Example:

APA (7th edition)

OpenAI. (2026). ChatGPT (March 25 version) [Large language model]. <https://chat.openai.com/>

MLA (9th edition)

OpenAI. ChatGPT. 25 Mar. 2026, <https://chat.openai.com/>.

Employees or students who use AI tools to deceptively harm, bully, or harass others shall be disciplined in accordance with policy. [See DH, DIA series, FFD series, FFE, FLB, and the FM series] AI Use by Employees and Students. Northeast Texas Community College 225500 TECHNOLOGY RESOURCES CRB ARTIFICIAL INTELLIGENCE (LOCAL) DATE ISSUED: 12/8/2025 1 of 1 UPDATE 50 CRB(LOCAL)-AJC Adopted: 12/16/2025

Additional Information on the Use of Artificial Intelligence (AI) in this English course:

All work submitted in this course is expected to be original work for this particular class. Any previously written work, either by the student or another source, will either be considered ineligible for course credit or a percentage of the grade will be heavily deducted.

This does include the use of any artificial intelligence (AI) generating tools like ChatGPT, Gemini, and Grok as well as the AI-generating tools available through Microsoft Copilot and Google Docs. I use Turnitin's AI detector to check for AI usage for essay assignments in this course. **The grade will be affected on any writing assignment that is detected with more than 50 percent AI generated material. Any paper having more than 50 percent AI-generated material could be subject to receive a zero for the assignment.** If your writing assignment is flagged at more than 50 percent AI usage, you will be required to meet with the instructor either face-to-face or through a TEAMS video chat to discuss the AI-flagged material. So, please avoid the temptation to use AI-generated work in any of your written assignment.

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 half-copy or copy another person's words or sentences. Plagiarism usually results in an automatic grade of "F" for the assignment or the course, depending on the offense. You cannot mix another author's words with your own or "plug" your

synonyms into another author's sentence structure. If you use someone else's words, phrases, or sentences, even if you are paraphrasing, you must cite the source. **All essays and some additional writing assignments for this course will be submitted to TurnItIn.com, which is a plagiarism and AI checker. Other writing assignments are submitted through a Blackboard link and are checked for plagiarism through a program called Safeassign. The Turnitin similarity report and AI detection report and the Safeassign plagiarism checker are used to determine AI usage and/or plagiarism.** Any questionable results will be shared and discussed with the student in a face-to-face conference in my office or through a TEAMS video chat.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodation 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 accommodation as required to afford equal educational opportunity. It is the student's responsibility to request accommodation. 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.

Tentative Course Schedule:

Assignment Calendar Fall 2026

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

Week 1

- Read the content in the Start Here Folder
- Review syllabus and complete syllabus acknowledgment agreement
- Click on Module One: What is Technical Writing and review the content and watch the videos by clicking on the two textbook links titled "What is Technical Writing" and "Writing With the Audience in Mind"
- Read and complete the group discussion assignment with your fellow classmates
- In Module One, click on the link "Collaboration: Working as a Team" and review the information on teamwork in the workplace
- Read the instructions for the Team Project assignment

Week 2

- Click on the website link inside Module Two: Process Analysis and read “How to Write a Process Analysis Essay”
- ***Begin working on the Team Project assignment***
- Click on the textbook links and review the content and watch the videos:
 1. “Designing Documents With Visual Elements”
 2. “Performing Research for Workplace Writing”
 3. “Citation and Documentation of Source Material”
- Follow the instructions in the Process Analysis Essay Writing Assignment folder and begin working on your process analysis essay and APA reference page

Week 3

- Open Module Three: Mock Business Proposal and click on the link Chapter Reading and Videos on Proposal Writing to review the textbook information on writing proposals
- **Complete a peer review on one of your classmate’s process analysis essays**
- Read the instructions for the Mock Business Proposal Writing Assignment in Module Three
- ***Continue working on the Team Project assignment***
- Begin brainstorming your mock business proposal idea by clicking on the SBA Market Research and Competitive Analysis Webpage link in Module Three and review:
 1. **Use Market Research to Find Customers**
 2. **Use Competitive Analysis to Find a Market Advantage**
 3. **Free Small Business Data and Trends**
- **Submit final draft of process analysis essay to Blackboard Turnitin assignment**

Week 4

- Click on the Small Business Administration (SBA) website to open and read the Small Business Administration (SBA) content located in Module Four: Business Plan and Mission Statement
- Continue working on your business proposal
- Click on the link to review the two SBA business plan examples in Module Four
- Open the link on the Score.org website located in Module Four: Business Plan and Mission Statement folder and read “How to Create a Mission Statement and Why Startups Need One”
- ***Continue working on the Team Project assignment***
- Begin brainstorming a mission statement for your mock business
- **Submit the one and a half to two-page mock business proposal assignment**

Week 5

- Begin working on the business plan for your mock business (Follow the guidelines from the SBA for writing a successful business plan and review the sample business plans in the business plan folder)
- Open Module Five: Writing in the Workplace and click on the textbook link to review the information and watch the video on “Writing in the Workplace Pt. 1”
- Click on the link to review the textbook information on “Creating Memos” located in the Memo folder in Module Five

- ***Continue working on the Team Project assignment***
- Create a short memo to “the employees” of your mock business (review instructions for the memo assignment in the Memo folder)
- Continue working on the business plan and mission statement assignments

Week 6

- **Submit the business memo assignment to the Memo Assignment link in the Memo Folder located in Module Five**
- Open Module Five: Writing in the Workplace and click on the link to review the textbook and video information on creating and writing effective emails located in the Email folder
- **Submit a rough draft of your business plan and Mission Statement to the Turnitin Assignment link in Module Five**
- ***Continue working on the Team Project assignment***
- Read the instructions for the email assignment in Module Five
- **Submit the email assignment to the Email Assignment Link in Module Five**

Week 7

- Open Module Five: Writing in the Workplace and click on the website link and read “How to Write a Successful Job Description” from Indeed.com
- Read the instructions for the Job Description Assignment and write a job description based on hiring an employee for your mock business
- ***Submit the Team Project assignment to the assignment link***

Week 8

- Open Module 6: Marketing Plan and click on the Marketing Plan Information From the SBA Website link to begin reviewing the information on creating a marketing plan for your mock business
- Click on the SBA sample marketing plan to review an example of a marketing plan
- **Submit the job description assignment to Blackboard**
- Click on the link and read the article on Pepsi’s logo change from CNN Business
- Review the Canva website link with tips for creating a successful business logos
- Read the assignment instructions for developing a marketing plan and creating a logo in Module six and begin working on your marketing plan and logo assignments

Week 9

- Open Module Seven: Resumes and Cover Letters and review the textbook content and videos in the Professional Letter Assignment folder:
 1. “Writing a Cover Letter”
 2. “Writing a Professional Business Letter”
 3. Owl at Purdue Online Lab Information on Letter Writing
- Review the instructions for the Professional Letter/Cover Letter writing assignment in Module Seven
- Continue working on the marketing plan and business logo assignments
- Begin working on the Professional Letter/Cover Letter writing assignment

Week 10

- Open Module Seven: Resumes and Cover Letters and review the textbook content and videos and the Owl at Purdue Online Writing Lab information in the Resume Assignment folder:
 1. "Resume Overview"
 2. "Resume Types and Sections"
 3. "Resume Writing Tips"
 4. Owl at Purdue Online Writing Lab Website on creating resumes
- **Submit the Professional Letter/Cover Letter writing assignment to Blackboard**
- Begin working on resume assignment

Week 11

- Open Module Eight: Writing Reports With Visuals and click on the links to review the textbook content and videos in "Writing Progress Reports" and "Using Visuals in Professional Writing"
- **Submit the Marketing Plan and Logo assignments to the assignment links**
- Read the instructions for the Final Report with Visuals assignment in Module Eight
- Begin working on the Final Report with Visuals assignment (This assignment is lengthier and requires both written content and visual elements)

Week 12

- **Submit resume assignment to Blackboard**
- Continue working on Final Report With Visuals assignment

Week 13

- Continue working on Final Report With Visuals assignment

Week 14

- Continue working on Final Report With Visuals assignment
- **Thanksgiving Break (Wednesday and Thursday)**

Week 15

- Continue working on Final Report With Visuals assignment
- **Begin in-class presentations of final report**

Week 16

- **Submit Final Report With Visuals assignment to Turnitin assignment link**
- **Continue in-class presentations of final report**

Finals Week –

- **Continue presentations in class**
- **Submit final report to Turnitin assignment**

Appendix A

EVALUATION CRITERIA (RUBRIC) FOR WRITING ASSIGNMENTS

Grade	Criteria
90-100	The writing assignment 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 writing assignment. 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 assignment 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 assignment shows a basic understanding of the demands of 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 essay 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 assignment 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 assignment 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 assignment 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 assignment is so brief that any reasonably accurate judgment of the writer's competence is impossible.