



蘇州大學
Soochow University

ENG 212 Business writing

Summer 2024

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course focuses on teaching students how to effectively communicate in a business context through clear, concise, and professional writing. Students will learn how to set communication goals, adapt writing styles, and utilize appropriate formats to effectively convey messages to diverse audiences. Through practical exercises and analysis of various business documents, students will develop skills to recognize, prevent, and correct common writing errors. Additionally, students will gain proficiency in collaborating with others to produce polished and professional written communication.

Upon Completion of this Course, students will be able to:

1. Analyze audience needs and tailor communication accordingly
2. Utilize appropriate formats and styles for various business documents.
3. Select and employ communication channels effectively.
4. Evaluate information sources and support claims logically.
5. Collaborate professionally on writing tasks.

PREREQUISITES

N/A

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Writing Assignments	20 Points
Discussions	20 Points
Peer Review	10 Points
Team Collaboration	20 Points
Final Exam	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

Walter E. Oliu, Charles T. Brusaw, Gerald J. Alred. (2020), *Writing That Works: Communicating Effectively on the Job*, 13th edition, Bedford/St. Martin's..

Recommended (Optional) Texts or Other Materials:

Bryan A. Garner, (2013), *HBR Guide to Better Business Writing*, Harvard Business Review Press.

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Understanding the Workplace Writing Context: A Case Study. Topic 2: Planning, Drafting, and Revising Workplace Writing: A Case Study. Topic 3: Advantages and Disadvantages of Collaborative Writing. Topic 4: Collaborating with Other Departments. Assessments: Writing Assignments#1



Module 2	Topics: Topic 5: Conducting Primary Research. Topic 6: Conducting Secondary Research. Topic 7: Understanding Design Principles. Topic 8: Creating Visuals. Assessments: Writing Assignments#2
Module 3	Topics: Topic 9: Writing in an Online Environment. Topic 10: Enhancing Access to Content. Topic 11: Writing E-mails, Memos, and Letters. Topic 12: Using Professional Style and Tone. Assessments: Team Collaboration Discussion#1
Module 4	Topics: Topic 13: Structuring Effective Messages. Topic 14: Developing Clarity and Emphasis. Topic 15: Managing Your Email and Protocol. Topic 16: Writing Routine and Sensitive Messages. Assessments: Peer Review Discussion#2
Module 5	Topics: Topic 17: Writing Informal Reports. Topic 18: Writing Formal Reports. Topic 19: Writing Instructions and proposals. Topic 20: Giving Presentations and Conducting Meetings. Assessments: Final Exam

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.



2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.

LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (eg., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION



蘇州大學
Soochow University

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:

Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.