



Course Syllabus

ENGL2311—Technical & Business Writing (single-semester course)

Revision Date: 8/22/2016

Catalog Description: ENGL 2311 Technical & Business Writing (single-semester course)

Lecture hours = 48, Lab hours = 0

Prerequisites: ENGL1301

Semester Credit Hours: 3

Lecture Hours per Week: 3

Lab Hours per Week: 0

Contact Hours per Semester: 48

State Approval Code: 23.1303.51 12

Core Components and Related College Student Learning Outcomes

This course counts as part of the academic requirements of the Panola College Core Curriculum and an Associate of Arts or Associate of Science degree. Yes No: If no, skip to Instructional Goals.

The items below marked with an X reflect the state-mandated outcomes for this course **IF this is a CORE course**:

- Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information
 - CT1: Generate and communicate ideas by combining, changing, or reapplying existing information
 - CT2: Gather and assess information relevant to a question
 - CT3: Analyze, evaluate, and synthesize information
- Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication
 - CS1: Develop, interpret, and express ideas through written communication
 - CS2: Develop, interpret, and express ideas through oral communication
 - CS3: Develop, interpret, and express ideas through visual communication
- Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

- EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion
- EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion
- Teamwork – to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal
 - TW1: Integrate different viewpoints as a member of a team
 - TW2: Work with others to support and accomplish a shared goal
- Personal Responsibility – to include the ability to connect choices, actions, and consequences to ethical decision-making
 - PR1: Evaluate choices and actions and relate consequences to decision-making
- Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities
 - SR1: Demonstrate intercultural competence
 - SR2: Identify civic responsibility
 - SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

The purpose of this course is to...

- understand and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
- understand the importance of specifying audience and purpose and to select appropriate communications choices.
- participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
- understand and apply basic principles of proficiency in the development of exposition and argument.

Learning Outcomes: [from the ACGM catalog]

After studying all materials and resources presented in the course, the student will be able to:

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.

Course Content:

A general description of lecture/discussion topics included in this course are listed in the Learning Objectives section of this syllabus.

Students in all sections of this course will learn the following content:

1. Analysis of the different needs of technical audiences and communicating with specific audience needs.
2. Analysis of communication problems and creation of documents that address those problems.
3. Creation of sound, logical arguments to support claims, findings, and recommendations.
4. Development of visual representations that assist a reader in understanding a problem, a conclusion or recommendation.
5. Proficiency in computer software adjunctive to successful written communication on the job.
6. Research adjunctive to technical resources, primary and secondary, and technical documentary stylistic developmental probabilities.

Methods of Instruction/Course Format/Delivery:

This course is offered in...

- On campus
- Online

1. Students will read and interpret various documents, including the textbook, internet resources, and student-created documents.
2. Students will engage in interactive / cooperative projects (group work) adjunctive to the formulation of technological and / or business processes including but not limited to the adoption of technological / business processes and / or software.
3. Working as individuals, students will create various technological / business documents including but not limited to inter-office memos, process analysis memos, letters of application, resumes, and memos that address ethical issues in the work place.

4. Students will develop visual representations including but not limited to logos, diagrams, organizational charts, and video analysis adjunctive to and supportive of decision-making processes, logistics, and interactive communication systems.
5. Students will actively engage in practical research using a variety of sources (printed materials, the cloud, video, and personal interviews) in order to gather relevant material adjunctive to the creation of a research documents that address practical questions affecting business decisions, the application of technological processes, and ethical questions affecting the workplace environment and mission.
6. Students will contemplate and strive to develop a sense of professionalism and craft as manifested in prompt, accurate and conscientious fulfillment of class assignments.

Major Assignments / Assessments:

The following items will be assigned and assessed during the semester and used to calculate the student's final grade.

Assignments

1. Business letters
2. Memos
3. Quizzes
4. Daily and homework assignments
5. Individual and/or group project
6. Resume
7. Letter of application
8. Create a LinkedIn account
9. A midterm examination
10. A final examination

Assessment(s):

1. Punctuality in submitting assignments
2. Student attention to interfacing assignment and the student's response to the assignment
3. Attention to detail
4. Grammar, spelling, and punctuation
5. Willingness to work cooperatively with other students as well as the instructor

Course Grade:

The grading scale for this course is as follows:

60% The completion of assignments such as the creation of memos, business letters, and individual and/or group projects.

40% A midterm exam and a final exam that require the student to create a document and provide brief written answers to questions related to student goals and processes.

Texts, Materials, and Supplies:

- Textbook: *The Elements of Technical Writing*, 3rd ed. By Thomas E. Pearsall

Required Readings:

- Required readings will be assigned by the instructor during the semester.

Recommended Readings:

- Recommended readings will be assigned by the instructor during the semester.

Other:

- For current texts and materials, use the following link to access bookstore listings: <http://www.panolacollegestore.com>
- For testing services, use the following link: <http://www.panola.edu/elearning/testing.html>
- If any student in this class has special classroom or testing needs because of a physical learning or emotional condition, please contact the ADA Student Coordinator in Support Services located in the Administration Building or go to <http://www.panola.edu/student-success/disability-support-services/> for more information.
- Withdrawing from a course is the student's responsibility. Students who do not attend class and who do not withdraw will receive the grade earned for the course.
- Student Handbook, *The Pathfinder*: <http://www.panola.edu/student-success/documents/pathfinder.pdf>