Washington University
Arts & Sciences, University College
Course: U48-203 Writing for Business Communication
Semester: Fall 2013

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REQUIRED READING
Business Writing: What Works, What Won’t
Writing That Works: Communicating Effectively on the Job (Eleventh Edition)
PowerPoint Downloads, links, and handouts

RECOMMENDED READING
Writing with Sources: A Guide for Students (Gordon Harvey)

THE COURSE
Writing is one of the most critical skills for communicators and professionals. Learn how to examine the fundamentals of effective written communication. Explore how creative processes can improve writing. And develop methods to tackle writer's block, establish clarity, and tune in to your reader. Electronic and hard copy formats -- e-mail, web writing, memos, proposals, and reports -- are reviewed. Guest speakers will provide information on niche areas of writing.

CLASS ATTENDANCE AND PARTICIPATION
This online class with one on-campus workshop includes weekly online discussions. These discussions equate to class attendance. Discussions are posted no later than Wednesday and class posts, including responses to one or more students’ posts, needs to be completed by that next Monday.

Participation in the discussions is part of the participation grade. To provide meaningful discussion read the assigned chapters and uploaded instructor or guest lecturer materials prior to posting to the discussion streams. Additionally, posting to other students’ posts reflects strong participation.

The participation grade is based on activity and content. Two or more missed class discussions may impact your participation grade.
GRADES
Your course grade will be reflected by the following:

- Class participation 20%
- Short Papers 20% (highest grade of the two submitted papers)
- Final Project 20%
- Midterm Exam 20%
- Final Exam 20%

MIDTERM and FINAL
Both the midterm and final exam will be “take home” versions. They will be short answer and essay questions. The honor system and compliance with academic integrity is required. Complete exams independently without input from fellow students or other individuals.

Tests must be e-mailed to the instructor no later than midnight of their due date. You will receive a confirmation of receipt from the instructor. The e-mail is not an auto receipt so do expect a short window of time before the response.

SHORT PAPERS and FINAL PROJECT
Each student is required to prepare two papers and a final project. Deadlines, indicated on the syllabus, are expected to be met.

Two grades are given for the short papers and final project:

- **Content grade** – 2/3 of overall grade
  
  Refer to the assignment instructions. Use the textbook and guest lecturer notes as references.

- **Mechanical grade** (spelling, grammar, writing) – 1/3 of overall grade

  Grading deductions:
  
  - Since timeliness is a critical factor in the communications field, one full letter grade from the mechanical grade will be marked down for each day a paper is late.
  
  - Since accuracy is a critical factor in communications, each three spelling or grammatical errors drops the mechanical grade a full letter grade.

FORMAT/DELIVERY METHOD:
Double-space all papers and be sure to include a header and page number in your formatting. Papers must be provided in a Microsoft Word format. Please name your document with your name and the relative assignment (micheleryanfinalexam.doc). E-mail your assignment to me at mryan@wustl.edu

ACADEMIC INTEGRITY
[http://academicintegrity.wustl.edu/policy](http://academicintegrity.wustl.edu/policy)

ACADEMIC ENVIRONMENT
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U48-203 CLASS SCHEDULE

Please note that these Wednesday dates are online and can be viewed anytime on that day or thereafter. If you have a Wednesday class, this will not cause a schedule conflict since this online class is asynchronous. You will have until the following Monday to complete your discussions and reading assignments (unless otherwise noted).

8.28.13 INTRODUCTION TO CLASS/TECHNIQUES & DRAMAS
Reading: Chapters 1-3 Business Writing

9.04.13 WRITER’S REVIEW & THE WRITING PROCESS
Reading: Chapter 1-2 Writing That Works
       Chapter 15 Business Writing
Assignment: Favorite Writing Excerpt

9.11.13 PAGE FRIGHT
Reading: Chapters 4-5, 16 Business Writing

9.18.13 BASICS – GRAMMAR & SPELLING
Reading: Chapters 11-12 Business Writing
Paper 1 Assigned

9.25.13 ORGANIZATION & STRUCTURE
Thursday Reading: Chapters 6-8, 13 Business Writing

10.02.13 WORDS, TONE & STYLE
       REVISING YOUR WORK
Reading: Chapters 3-4 Writing That Works
       Chapters 9-10 Business Writing

10.9.13 EFFECTIVE E-MAIL AND MEMOS
Reading: Chapter 14 Business Writing
       Chapters 8-9 Writing That Works
Paper 1 Due
Class Schedule – continued

10.16.13  MIDTERM
Take Home - Due 10.22.12 no later than Midnight

10.23.13  COLLABORATIVE WRITING & RESEARCH
Speaker: Suzanne Holroyd, Pentagon (pending)
Reading; Chapters 5-6 Writing That Works
**Final Project Assigned**

10.30.13  PROPOSALS AND REPORTS
Reading: Chapters 10-11, 13 Writing That Works
**Paper 2 Assigned**

11.6.13   SPEECHWRITING
Reading: Downloads

11.13.13  DESIGNING EFFECTIVE DOCUMENTS
Reading: Chapter 7 Writing That Works
**Paper 2 Due**

11.20.13  THANKSGIVING BREAK

11.27.13  WRITING FOR WEBSITES
Reading; Chapter 15 Writing That Works

11.30.13  WRITING REVIEWS
Final Projects Drafts
**Classroom** Location TBD

12.7.13 Final Project Due – No extensions

12.11.13  FINAL EXAM
Take Home – Due 12.14.13 no later than Midnight