Course Schedule

ALL TIMES EASTERN – Please see the University Policies section of the Course Syllabus for details.

Please review the Course Syllabus including the University Policies section before you begin your course.

**You must pass the Syllabus Quiz in order to gain access to the Modules**

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Readings and Other Assigned Material</th>
<th>Course Requirements</th>
<th>Due Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>Module 01: Introduction</td>
<td>Ch. 1 pp. 1–21</td>
<td>Syllabus Quiz</td>
<td><strong>You must complete this to gain access to the Modules.</strong></td>
<td>Ungraded</td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>Module 02: The Writing Process</td>
<td>Ch. 2 pp. 36–51</td>
<td>Introduce Yourself Workshop</td>
<td>Thursday, September 20, 2012 at 11:55 PM</td>
<td>Ungraded</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Module 02 Workshop: Purpose, Scope, Audience</td>
<td>Thursday, September 20, 2012 at 11:55 PM</td>
<td>10% for all workshops</td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>Module 03: Memos, Emails, Routine Internal Communications</td>
<td>Ch. 5</td>
<td>Module 03 Workshop: Business Memo Correction</td>
<td>Thursday, September 27, 2012 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td>Module 04: Word Choice, Conciseness, and Tone</td>
<td>Chs. 3 and 4</td>
<td>Module 04 Workshop: Paragraph Correction</td>
<td>Thursday, October 4, 2012 at 11:55 PM</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Assignment 1</td>
<td>Thursday, October 4, 2012 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td><strong>Week 5</strong></td>
<td>Module 05: Persuasive Writing</td>
<td>Ch. 8</td>
<td>Module 05 Workshop: Toulmin's Theory of Argument</td>
<td>Thursday, October 11, 2012 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td>Module 06: Goodwill and Bad News Messages</td>
<td>Chs. 6 and 7</td>
<td>Module 06 Workshop: Direct or Indirect?</td>
<td>Thursday, October 18, 2012 at 11:55 PM</td>
<td></td>
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<tr>
<td>Week 7</td>
<td>Module 07: Informal Reports</td>
<td>Ch. 10</td>
<td>Module 07 Workshop: Informal Report Analysis</td>
<td>Assignment 2</td>
<td>Thursday, October 25, 2012 at 11:55 PM</td>
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<tr>
<th>Week 8</th>
<th>Module 08: Writing in Teams</th>
<th>Ch. 2 pp. 52–53</th>
<th>Module 08 Workshop: Peer Review of Draft Recommendation Report</th>
<th>Deadline for posting your draft report is Wednesday, October 31, 2012 at 11:55 PM; Deadline for posting your peer review of a team member's draft report is Friday, November 2, 2012 at 11:55 PM.</th>
<th>Thursday, October 25, 2012 at 11:55 PM</th>
</tr>
</thead>
</table>

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<thead>
<tr>
<th>Week 10</th>
<th>Module 10: Research Methods and Documentation</th>
<th>Ch. 11 pp. 367–402</th>
<th>Module 10 Workshop: Progress Report and Peer Report I</th>
<th>Assignment 3</th>
<th>Thursday, November 15, 2012 at 11:55 PM</th>
</tr>
</thead>
</table>

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<table>
<thead>
<tr>
<th>Week 12</th>
<th>Module 12: Communicating for Employment</th>
<th>Ch. 9</th>
<th>Assignment 4 - Individual</th>
<th>Assignment 4 - Group</th>
<th>Available: Wednesday, November 28, 2012 at 12:05 AM</th>
<th>Due: Thursday, November 29, 2012 at 11:55 PM</th>
</tr>
</thead>
</table>
Final Examination Arrangement and Schedule

All students taking online courses that have a final exam must provide examination arrangement information by Friday, September 28, 2012.

Examination schedule details will be available on Quest approximately four weeks prior to the exam date. For instructions on how to find exam information, go to the Quest Help page.

Official Grades and Academic Standings are available through Quest.

Please note: Your access to this course will continue for the duration of the current term. You will not have access to this course once the next term begins.

Communication

Email

Administrative questions or technical problems with Waterloo LEARN should be directed to the Centre for Extended Learning office at extendedlearning@uwaterloo.ca.

Your TA will be your main teaching contact for the course, and will answer questions related to the course content, assignments, and workshops. Use the Ask the TA discussion board for general questions or clarifications about course materials. Use email if you need to ask a question about your personal progress in the course.

Your TAs for this course are:

Section 01 – Morteza Dehghani
Section 02 – Aaron Patkau
Section 03 – Sally Beresford
Section 04 – Michael Helsby
Section 05 – Maria Geertsema
Section 06 – Jacqueline Frank
Section 07 – Nicholas Hobin
Section 08 – Dhruba Neupane
Section 09 – Virginia Shay
*To find out what section you are in, click the Groups link in the top navigation bar. If you are not in a section by the end of Week 1, please contact Technical Support.

Questions relating to course policies or administration should be posted on the Ask the Course Co-ordinator discussion board. Questions about your personal performance in the course can be directed to your course co-ordinator, Dorothy Hadfield, via email at d.a.hadfield@uwaterloo.ca. Please include your section number in the subject line of the email.

Your course co-ordinator checks email frequently and you should expect an answer to your questions by email within 24 hours Monday to Friday.

News

Your course co-ordinator will make announcements as needed. Please check the News section of your Course Home page regularly.

Discussions

Please use the following discussion boards to communicate with your course co-ordinator and/or TA:

- **Ask the Course Co-ordinator** – Use this discussion board to ask the course co-ordinator specific questions about course policies and administration.
- **Ask the TA** – Use this discussion board to ask your TA questions about specific questions about course content (including your assignments and workshops). TAs will use this board to communicate with their sections. Your TA drops in at the online discussion board daily (Monday to Friday) and posts responses to student questions as necessary.

About the Course

Description

ENGL 210F will introduce you to the major genres of business writing, but most importantly, it will help develop your ability to write in a professional, concise, and appropriate style for the business world. The course will help you develop the critical thinking skills necessary to define your audience and purpose; who you are writing for and why.

ENGL 210F will develop your ability to write persuasively using key rhetorical principles and appeals to ethos, logic, and emotion. You will learn how to invent and present an argument for common real world scenarios such as gaining approval for an idea or denying a request. The course is designed to provide you with skills you will apply in your professional life.

The course also gives you the opportunity to develop skills and strategies in the area of collaborative writing. Many of the documents you will produce in the work world will be written in teams whose members are geographically dispersed and reliant on technology to collaborate.
ENGL 210F touches on the widest range of genres possible in a twelve-week term, from email to formal proposals, while introducing the key writing skills necessary to success in your career.

Objectives

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About the Course

Course Co-ordinator — Dorothy Hadfield

As a Waterloo English co-op undergrad, I always felt conflicted between enjoying the business environment of my work terms and immersing myself in the pleasures of analyzing ideas and ideologies in literature when I got back on campus. Even though the academic career eventually won out, I definitely took the scenic route getting here, with frequent side trips into administration, professional editing and indexing, business writing, and document design.

Since receiving my PhD from the University of Western Ontario in 1999, I have taught at several universities, across virtually every genre and period from the medieval lyric to contemporary drama, and in practical courses ranging from ensemble theatre production to effective writing.

Course Author — Robert Clapperton

Educational Background

Robert Clapperton is a PhD candidate in English Language and Literature at the University of Waterloo. Robert also teaches business communications at Conestoga College in Kitchener, Ontario.
Prior to embarking on his PhD, Robert spent eighteen years in the business world including fourteen years running his own software firm.

Current Research

Research interests include the rhetoric of social policy, cognitive rhetoric and ideology, and business and technical writing pedagogy.

(Last updated Nov. 4, 2009)

This online course was developed in the Winter term of 2009 by Robert Clapperton, with instructional design and multimedia development support provided by the Centre for Extended Learning.

Materials and Resources

Textbook(s)

Required:


Optional:


For textbook ordering information, please contact the Waterloo Bookstore.

For your convenience, you can compile booklists of required and optional textbooks based on your current courses through BookLook using your Quest userID and password (look for the Shop Online with BookLook link in the centre-top section of the main Waterloo Bookstore page). If you are having difficulties ordering online and wish to call the Waterloo Bookstore, their phone number is +1 519 888 4673 or toll-free at +1 866 330 7933. Please be aware that textbook orders CANNOT be taken over the phone.

Resources

- University of Waterloo Library (Centre for Extended Learning)

Grade Breakdown

Generated by the Centre for Extended Learning
The following table represents the grade breakdown of this course:

<table>
<thead>
<tr>
<th>Activities and Assignments</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshops</td>
<td>10%</td>
</tr>
<tr>
<td>Assignment 1: Information Request Memo</td>
<td>10%</td>
</tr>
<tr>
<td>Assignment 2: Bad News Letter</td>
<td>10%</td>
</tr>
<tr>
<td>Assignment 3: Recommendation Report</td>
<td>20%</td>
</tr>
<tr>
<td>Assignment 4: Formal Proposal</td>
<td>25%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>25%</td>
</tr>
</tbody>
</table>

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Course and Department Policies

Late Policies

Late submissions will not be accepted for assignments without medical documentation. Workshops not submitted by the deadline will receive a mark of zero. Certain assignments may allow for late submission with penalty. See individual assignment instructions for further information.

Assignment Submission Policy

Please note that we cannot accept any submissions by email. All assignments must be submitted to their appropriate dropboxes. You must successfully complete the appropriate Dropbox Access Quiz before you will have access to the assignment dropbox.

Submissions must be in pdf format. Submissions that are not pdf will not be graded under ANY circumstances.

You can submit to the dropbox as many times as necessary before it closes, but each submission will overwrite the previous one. The file in the dropbox when it closes will be considered your final assignment submission for marking—no exceptions.

Final Exam

You MUST pass the final exam to receive a passing grade in the course.

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University Policies

Submission Times
Please be aware that the University of Waterloo is located in the Eastern Time Zone (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

**Accommodation Due to Illness**

**If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions.** Otherwise:

**Missed Assignments/Tests/Quizzes**

Contact the instructor as soon as you realize there will be a problem, and preferably within 48 hours, but no more than 72 hours, have a medical practitioner complete a [Verification of Illness Form](#).

**Email** a scanned copy of the Verification of Illness Form to your instructor, and **mail** a hard copy to:

Centre for Extended Learning  
University of Waterloo  
200 University Avenue West  
Waterloo, Ontario, Canada N2L 3G1

In your email to the instructor, provide your name, student ID number, and exactly what course activity you missed.

If your instructor agrees to re-open a time-limited component, our technical support staff ([extendedlearning@uwaterloo.ca](mailto:extendedlearning@uwaterloo.ca)) will require an email from the instructor granting permission to allow you access.

Further information regarding Management of Requests for Accommodation Due to Illness can be found at: [http://info.uwaterloo.ca/infoheal/_StudentMedicalClinic/StudentMedicalClinicVIF.htm](http://info.uwaterloo.ca/infoheal/_StudentMedicalClinic/StudentMedicalClinicVIF.htm)

**Missed Final Examinations**

If you are unable to write a final examination due to illness, seek medical treatment and provide confirmation of illness to the Centre for Extended Learning within 48 hours by emailing a scanned copy of the completed University of Waterloo [Verification of Illness Form](#) to support your request for accommodation. In your email, provide your name, student ID number, and the examination(s) missed. You will be REQUIRED to hand in the original completed form at the time you write the make-up examination, which should be within a week of having missed your exam. The original completed form must be received before you are able to write a re-scheduled exam.

Further information about Accommodation Due to Illness regulations are available in the Undergraduate Calendar: [http://registrar.uwaterloo.ca/exams/ExamRegs.html#acc_illness](http://registrar.uwaterloo.ca/exams/ExamRegs.html#acc_illness)

**Academic Integrity**

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. **If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.** The undergraduate online tutorial can be found at [FALL 2012](#) [ENGL 210F](#) [University of Waterloo](#) [Generated by the Centre for Extended Learning](#)
Discipline

A student is expected to know what constitutes academic integrity (check [www.uwaterloo.ca/academicintegrity/](http://www.uwaterloo.ca/academicintegrity/)) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, [www.adm.uwaterloo.ca/infosec/Policies/policy71.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm). For typical penalties check Guidelines for the Assessment of Penalties, [www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm](http://www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm).

Appeals

A decision made or penalty imposed under Policy 70, Student Petitions and Grievances, (other than a petition) or Policy 71, Student Discipline, may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals, [www.adm.uwaterloo.ca/infosec/Policies/policy72.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy72.htm).

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, [www.adm.uwaterloo.ca/infosec/Policies/policy70.htm](http://www.adm.uwaterloo.ca/infosec/Policies/policy70.htm). When in doubt please be certain to contact the department’s administrative assistant who will provide further assistance.

Final Grades

In accordance with [Policy 19](http://www.uwaterloo.ca/academicintegrity/), the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to [Quest](http://www.uwaterloo.ca/academicintegrity/) to see all final grades. Any grades posted in Waterloo Learn are unofficial.

Note for Students with Disabilities

The [Office for Persons with Disabilities](http://www.uwaterloo.ca/academicintegrity/) (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with the OPD at the beginning of each academic term and for each course.

Use of Computing and Network Resources

Please see the [Guidelines on Use of UW Computing and Network Resources](http://www.uwaterloo.ca/academicintegrity/).
uWaterloo’s Web Pages

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Other Sources

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If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended Learning, Waterloo, Ontario, Canada, N2L 3G1 or by email.