## 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>Week 1</td>
<td>Module 01: Introduction</td>
<td>Ch. 1</td>
<td>Syllabus Quiz</td>
<td>You must complete this to gain access to the Modules.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Thursday, January 17, 2013 at 11:55 PM</td>
<td>Ungraded</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Introduce Yourself Workshop</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Module 02: The Writing Process</td>
<td>Ch. 4</td>
<td>Module 02 Workshop: The Communication Process - Quiz</td>
<td>Thursday, January 17, 2013 at 11:55 PM</td>
<td>10% for all workshops</td>
</tr>
<tr>
<td>Week 3</td>
<td>Module 03: Memos, Emails, Routine Internal Communications</td>
<td>Ch. 7, Ch. 8 pp. 224-31</td>
<td>Module 03 Workshop: Routine Messages - Quiz</td>
<td>Thursday, January 24, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Assignment 1</strong></td>
<td>Friday, January 25, 2013 at 11:55 PM</td>
<td>10%</td>
</tr>
<tr>
<td>Week 4</td>
<td>Module 04: Word Choice, Conciseness</td>
<td>Chs. 5 and 6</td>
<td>Module 04 Workshop: Conciseness and</td>
<td>Thursday, January 31, 2013 at</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Module 05: Persuasive Writing</td>
<td>Ch. 10</td>
<td>Module 05 Workshop: Persuasive Messages - Quiz</td>
<td>Thursday, February 7, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>------------------------------</td>
<td>--------</td>
<td>-----------------------------------------------</td>
<td>--------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Module 06: Goodwill and Bad News Messages</td>
<td>Chs. 8 and 9</td>
<td>Module 06 Workshop: Negative Messages - Quiz</td>
<td>Thursday, February 14, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assignment 2</td>
<td></td>
<td></td>
<td>Friday, February 15, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td><strong>READING WEEK (Sunday, February 17, 2013 to Saturday, February 23, 2013)</strong></td>
<td><strong>Module 07: Informal Reports</strong></td>
<td>Ch. 11 pp. 346-55, 373-82 Ch. 12 pp. 395-405, 413-33</td>
<td>Module 07 Workshop: Business Reports - Quiz</td>
<td>Thursday, February 28, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assignment 3 Part A: Draft Report for Peer Review</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deadline for posting your draft report is Friday, March 8, 2013 at 11:55 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Module 08: Writing in Teams</td>
<td>Ch. 2 pp. 33–44</td>
<td>Module 08 Workshop: Interpersonal Communication and Teamwork - Quiz</td>
<td>Thursday, March 7, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assignment 3 Part A: Peer Review Completed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Deadline for posting your peer review of a team member's draft report is Monday, March 11, 2013 at 11:55 PM</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>Module 09: Proposals and Formal Reports</td>
<td>Ch. 11 pp. 347-51, 355-73, 383-87 Ch. 12 pp. 405-13 Ch. 13 pp. 466-72</td>
<td>Assignment 3 Part A: Peer Review Completed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Module</td>
<td>Chs. or Ch.</td>
<td>Workshop</td>
<td>Date and Time</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
<td>------------</td>
<td>----------</td>
<td>---------------</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10:1</td>
<td>Ch. 11 pp. 355-73</td>
<td>Module 10 Workshop: Progress Report and Peer Report I</td>
<td>Thursday, March 21, 2013 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>12:2</td>
<td>Chs. 15 and 16</td>
<td>Assignment 4 - Individual</td>
<td>Friday, April 5, 2013 at 11:55 PM</td>
<td></td>
</tr>
</tbody>
</table>

**Assignment 4 - Group**

*(NOTE: You must submit the "Assignment 4 - Individual" assignment in order to gain access to the "Assignment 4 - Group" dropbox)*

**Final Exam**

*Final Exam 25%*

---

**Final Examination Arrangement and Schedule**

In courses with a final exam, students who are *exclusively* taking online classes must provide examination arrangement information, using Quest, by **Friday, January 25, 2013**. (Students taking one or more on-campus classes in addition to an online class within the same term do not need to provide exam centre information. Those exams will automatically be scheduled to be written at the University of Waterloo.)

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** – Nicholas Hobin

**Section 02** – Sandeep Kaur

**Section 03** – Adan Jerreat-Poole

**Section 04** – Graeme Stewart

**Section 05** – Ryan Clement

**Section 06** – Dhruba Neupane

**Section 07** – Cory Willard

**Section 08** – Aaron Patkau

**Section 09** – Virginia Shay

**Section 10** – Ana Horvat

*To find out what section you are in, click the Groups link on the course navigation bar above. 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

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.

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

Required:


For textbook ordering information, please contact the Waterloo Bookstore.

For your convenience, you can compile a list of required and optional course materials through BookLook using your Quest userID and password. 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
Downloadable Content

What is Downloadable Content?

Some course content is available for download so that you can view it offline. This downloadable content is not new or supplementary content: it is typically a duplication of large media files (e.g., lecture presentations, videos, etc.) used in the course.

Downloadable Content Files

Click the links below Lecture Content on each module page to get the Downloadable Content for that module.

Instructions for Using Downloadable Content

Grade Breakdown

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>
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.

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) 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 on the Student Medical Clinic website.

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.

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. Undergraduate students should see the Academic Integrity Tutorial and graduate students should see the Academic Integrity Website for Graduate Students.

For further information on academic integrity, please visit the Office of Academic Integrity.

Discipline
A student is expected to know what constitutes academic integrity 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. For typical penalties check Guidelines for the Assessment of Penalties.

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.

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. 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, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in Waterloo Learn are unofficial.

Note for Students with Disabilities

AccessAbility Services, 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 AccessAbility Services at the beginning of each academic term and for each course.

Use of Computing and Network Resources

Please see the Guidelines on Use of Waterloo Computing and Network Resources.

Copyright Information

uWaterloo’s Web Pages
All rights, including copyright, images, slides, audio, and video components, of the content of this course are owned by the course author, unless otherwise stated. These Web pages are owned or controlled by the University of Waterloo, Centre for Extended Learning. By accessing the Web pages, you agree that you may only download the content for your own personal, non-commercial use. You are not permitted to copy, broadcast, download, store (in any medium), transmit, show or play in public, adapt or change in any way the content of these Web pages for any other purpose whatsoever without the prior written permission of the course author and the University of Waterloo, Centre for Extended Learning.

Other Sources

Respect the copyright of others and abide by all copyright notices and regulations when using the computing facilities provided for your course of study by the University of Waterloo. No material on the Internet or World Wide Web may be reproduced or distributed in any material form or in any medium, without permission from copyright holders or their assignees. To support your course of study, the University of Waterloo has provided hypertext links to relevant Web sites, resources, and services on the Web. These resources must be used in accordance with any registration requirements or conditions which may be specified. You must be aware that in providing such hypertext links the University of Waterloo has not authorized any acts (including reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees, may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their assignees.

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.