ENGLISH 210F
Genres of Business Communication
Spring 2003

Randi Patterson
Office hours by appointment: rdpatter@watarts.uwaterloo.ca

Lecture: Mon. 10:30-11:20  PAS 2083  Randi Patterson

Tut 101 Wed. 10:30-12:20  HH 139  R. Patterson (see above)
Tut 102 Wed. 12:30-2:20  HH 139  M. Alcock  marcalcock@hotmail.com
Tut 103 Wed. 2:30-4:20  HH 139  V. Galadza  vgaladza@artsmail.uwaterloo.ca
Tut 104 Wed. 8:30-10:20  HH 139  G. Cummer  gfcummer@artsmail.waterloo.ca
Tut 105 Wed. 2:30-4:20  HH 227  B. Zebrak  brandi@rogers.com

Course Description
The ability to communicate effectively and efficiently is crucial in today’s business world. Consequently, this course engages participants in thinking, writing, researching, and speaking about and in a variety of business genres or forms. The most important reason to become proficient in the practice and theory of business writing is for the writer to establish her/his credibility in a wide variety of ways. Students are required to use the course webpage for updating information and team work.

Course Objectives
In order to help students become confident, credible, efficient, and effective in their business communication skills, we will:
1. review the basics of standard business English (grammar, word usage, punctuation, spelling);
2. investigate how credibility is established through style, clarity, and flexibility;
3. familiarize ourselves with the form and function of a number of the central genres of business communication (memos, letters, proposals, reports, presentations, etc.);
4. develop a vocabulary with which to analyze, discuss, evaluate, and present different types of standard business messages;
5. work individually and collaboratively (since a good deal of business communication is done in groups/teams) to develop knowledge, skills, and experience in business communication theory and practice.

Required Texts


Evaluation (see schedule for due dates)
1. Major Project (7 individual/team assignments) 60%
2. Midterm 15%
3. Credibility Evaluation Rubric (done by TA) 10%
4. Exam 15%

*** No extensions granted except under exceptional circumstances. ***

Course Requirements
1. Thorough reading of assigned text segments and supplementary materials.

2. Active, informed participation in class discussion and activities and intellectual engagement at all times. A positive evaluation in this requirement will result in a good Credibility Rubric Evaluation (10%) grade being assigned by your TA.

3. Assignments submitted on time and in appropriate format. No late work will be accepted. All work prepared outside of class must be word-processed.

4. Major Project on Business Credibility (60%)
Composition and submission of 6 written individual and team assignments (see student workbook for separate assignment descriptions).

   a. E-mail Memo (1 page) 5%
   b. Team Letter (2-3 pages) 5%
   c. Team Progress Report (2-3 pages) 10%
   d. Team Formal Report (10-12 pages) 15%
   e. Team Presentation of Proposal (8-10 min.) 15%
   f. Self-Evaluation Report (2 pages) 10%

5. Midterm (15%) and Examination (15%). The midterm and examination must be taken during the scheduled times. No make-up exams will be given except in cases of serious illness or excused emergency. The midterm and exam will be based on:
   a. Competent Language Usage Essentials (C.L.U.E.) proficiency (an objective test of grammar, punctuation, mechanics, and clarity), and
   b. standard professional communication terminology and key concepts from the textbook.

6. Regular class attendance except in cases of serious illness or emergency. Unexcused absences will result in a lowered Credibility Evaluation grade. E-mail your TA if you have to miss a workshop.

7. Strict adherence to the school’s code of conduct, particularly guidelines about plagiarism, cheating, and unauthorized multiple submission of written or oral work. Unless otherwise stated, all work submitted to the instructor must be original for this course.
Course Policies
Your TA will read everything you submit as well as comment on in-class presentations with a view toward helping you become a more effective business writer/presenter. In our comments on assignments, we will let you know how readers, such as your supervisor or business colleagues, would respond to your work. However, we will not point out every compositional problem that we can possibly identify because, as research shows, this sort of marking is not very helpful to students. Instead, we will use both comments and evaluation rubrics in order to give you a sense of where your work stands in relation to general rubric or checklist descriptors.

Your TA will participate in regular marking conferences during which all TAs and the instructor compare with each other the work submitted in their tutorials. In the past, duplicate and/or near-duplicate assignments submitted in different tutorials have been identified during these conferences. Please be aware that work submitted in the name of a single writer yet not wholly produced by that writer constitutes plagiarism. We will go over procedures for citations and referencing in the lectures and workshops. Still, all students in the Faculty of Arts are expected to know what constitutes an academic offense, to take responsibility for their academic actions, and thereby to avoid committing an academic offense. Disciplinary actions for academic offenses are described in the Undergraduate Calendar (p 1:11). If you need clarification in avoiding such offenses, ask your instructor for guidance. Other resources regarding disciplinary policies are your academic advisor and the Associate Dean of Arts, Undergraduate Affairs.
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<tr>
<th>Week</th>
<th>Lecture</th>
<th>Workshop</th>
<th>Major Project (due in workshop)</th>
<th>C.L.U.E.(due in workshop)</th>
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<td>Listening AIDA (writing)</td>
<td>1. E-mail Memo 5%</td>
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<td>Diagnostic Test Unit 1 (Ch. 1-3)</td>
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<td>Evaluating Business Credibility Research</td>
<td>Unit 2 (Ch. 4-6)</td>
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<td>Victoria Day</td>
<td>Ch. 7-8 Business Correspondence</td>
<td>1. E-mail Memo 5%</td>
<td>CLUE 4-6</td>
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<td>Sentence Types</td>
<td>Sentence Types Letters</td>
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<td>Clarity/Editing</td>
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<td>Canada Day</td>
<td>Presentation Skills</td>
<td>4. Team Formal Report 15%</td>
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