LEWIS-CLARK STATE COLLEGE
BUSINESS TECHNOLOGY AND SERVICE
SYLLABUS

COURSE TITLE: Business Writing
COURSE NUMBER: GNBPT 245-01
CREDIT HOURS: 3
SEMESTER OFFERED: Fall 2014
INSTRUCTOR: Jennifer Weeks
OFFICE: SGC 200H
OFFICE TELEPHONE: 792-2500
E-MAIL: jweeks@lcsc.edu
OFFICE HOURS: Tuesdays and Thursdays 8:30-10 a.m.
CLASS SCHEDULE & LOCATION: Mondays and Wednesdays 8:30-9:45 a.m. SGC 220
PREREQUISITES: GNBPT 122 Business English
GNBPT 222 Proofreading
Text website: www.cengagebrain.com
OTHER REQUIREMENTS: Flash Drive
1-inch 3-ring binder
E-mail address

PURPOSE:
This course is designed to develop skill and self-confidence in writing by learning and practicing effective writing techniques. The format is based on the concept that students will learn to write by writing. This concept is implemented through the emphasis on the process of writing which requires three steps: prewriting, writing, and revising. These skills can then be applied in other areas of school work and to eventual business positions.

TASKS AND LEARNING OBJECTIVES:
- Develop an awareness of the need for correct expression and professionalism in oral and written business communication.
- Understand the technologies commonly used in today’s digital workplace.
- Develop techniques for improving listening, nonverbal, and cross-cultural skills.
- Evaluate business messages to determine strengths and weaknesses.
- Apply a three-stage writing process to solve business communication problems.
- Apply the principles of effective communication to business writing, including audience benefits, “you” view, conversational but professional tone, positive language, inclusive expression, plain English, emphasis, conciseness, and clarity.
- Compose messages that are readable, use appropriate language, apply parallelism, and use graphic highlighting to convey ideas clearly to readers.
- Use informal and formal research techniques to gather information.
• Write sentences and paragraphs that link ideas to build coherence.
• Apply effective writing and formatting techniques to the composition of e-mail messages, interoffice memos, routine letters, goodwill messages, persuasive messages, negative messages, informal reports, and proposals.
• Write persuasive resumes, cover letters, and other employment documents, as well as learn to optimize employment messages for today’s digital workplace.
• Demonstrate superior interviewing techniques when applying for employment.
• Apply ethical behaviors, including honesty/integrity in performance of medical assisting practice.

The following cognitive objectives for the Medical Assistant program are covered:
• **IV.C.8** Recognize elements of fundamental writing skills.
• **IX.C.12** List and discuss legal and illegal interview questions.

The following psychomotor objectives for the Medical Assistant program are covered:
• **IV.P.10** Compose professional/business letters.

The following affective objectives for the Medical Assistant program are covered:
• **X.A.1** Apply ethical behaviors, including honesty/integrity in performance of medical assisting practice.

All psychomotor and affective objectives must be passed by students in the Medical Assistant program to pass this class.

**METHODS OF INSTRUCTION:**
Instruction will consist of lecture, grammar review, interview questions, business etiquette, videos, and composing various business documents. Students are expected to stay in class for the entire class time. As many of the assignments as possible should be completed in the classroom.

Students are required to use the LCSC account for this course. All announcements will be sent to your LCSC e-mail account. Please do not ask me to email you at another address.

**METHODS OF EVALUATION:**
Chapters 1-9 and 13-14 will be covered. Activities from each chapter will be turned in to the instructor. If chapter activities are turned in late, ten points will be deducted for each day the assignment is late. **No assignments will be accepted more than one week after the due date.** Students will score a "0" for that chapter.

Chapters 1-4 will be graded on a percentage of the items correct. For the remainder of the chapters, the instructor will choose one or more activities from each chapter to be graded. If more than one document is chosen, the documents will be averaged together for the final grade. The grade will be determined based on organization, accuracy, and effectiveness of documents.

Grammar review exercises from the textbook website will also be completed. These assignments are assigned with each chapter. Students will e-mail results by the due date to be awarded points.

Six sets of interview questions will be completed during the semester. These assignments will also be graded. The questions will be from the book by Ron Fry. Handouts will be given with the specific questions to answer.
Students will keep a notebook with all of their assignments. The notebook will contain handouts, writing assignments, and interview questions. By the end of the semester, the students will have a personal reference book. Towards the end of the semester, the instructor will ask that the notebooks be turned in to check for completion. A completed notebook is worth 4 percent of the grade.

Students will complete three modules and one quiz on business etiquette and workplace manners. The quiz will be completed in class.

Four exams will be given. Unless prior arrangements have been made, students who miss an exam date will have their exam grade lowered by ten points. (An "A" would be lowered to a "B".) An exam not taken within a week of the original date will be scored as a zero. Exams will vary. They may include multiple choice, short answer, sentence revision, and composition of business documents. No more than one exam may be taken late. There will be no mid-term or final exams.

**GRADING SCALE FOR THE COURSE:**
All chapter activities, exams, notebook, interview questions, and grammar review will be added together for the course grade.

<table>
<thead>
<tr>
<th>Graded chapter activities</th>
<th>=</th>
<th>50% of grade</th>
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<tbody>
<tr>
<td>Exams</td>
<td>=</td>
<td>30% of grade</td>
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<tr>
<td>Grammar quizzes</td>
<td>=</td>
<td>4% of grade</td>
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<tr>
<td>Notebook</td>
<td>=</td>
<td>4% of grade</td>
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<tr>
<td>Business etiquette</td>
<td>=</td>
<td>4% of grade</td>
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<tr>
<td>Interview questions</td>
<td>=</td>
<td>4% of grade</td>
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<tr>
<td>Mock interviews</td>
<td>=</td>
<td>4% of grade</td>
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<td></td>
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<td>100% of grade</td>
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A = 90—100%
B+ = 87—89%
B  = 80—86%
C  = 70—76%
C+ = 77—79%
F  = Less than 70%

**CLASSROOM ETIQUETTE AND WORK ETHIC:**

1. Please arrive at class on time or before the starting time. Please attend all classes unless there is good reason to miss. If you must miss class, please inform your instructor ahead of time—by telephone or e-mail or in person.

2. Please come to class in the best frame of mind that you can muster so that you are ready to learn. Please complete readings on time. Please bring all necessary course materials such as paper, pencil, required books, handouts, and notes.

3. Please try to be pleasant and positive in your classroom behavior. Address legitimate grievances appropriately, preferably outside of normal class time.

4. When responding to classroom questions, please do not interrupt a fellow student or the instructor. Take your turn.

5. Chairs in the classrooms are meant for sitting; they are not footstools. Tables are meant for writing and reading; they are not couches or beds.
6. Classes begin on time and end on time. If you need to know about schedule or assignment changes, please ask about them at the beginning of class. If you have a real need to leave early, please inform me and leave unobtrusively.

7. No food or drink is allowed at computer tables.

8. You do better if you are interested in the class, and the best way to be interested is to get involved. Talk to your friends about the material, and look for current applications or examples about the course issues in newspapers or popular magazines. If you can make connections between yourself and the course materials, you will be a happier and a better student.

9. Most of all, keep in touch with the class syllabus, the instructor, and your classmates. You will do better when you feel you are a real part of the class.

10. Turn off your cell phone prior to entering the classroom. Do NOT use a cell phone in class or in the classroom. Be aware that we can hear your conversations outside the classroom because of the building design.

11. To avoid losing a letter grade, students should follow the above guidelines and turn work in on time.

CELL PHONES
I expect courtesy in the classroom. Please either turn OFF the cell phone or change the ring to buzz (for emergencies) prior to entering the classroom. If you are called and feel that you MUST (for emergencies) use the cell phone, please look at the telephone number but do NOT answer the telephone until you have exited the classroom. In addition, talking on the telephone in the classroom at any time (even after class) is considered discourteous. Please use the telephone OUTSIDE of the classroom.

LEARNING RESOURCE CENTER:
The LRC, located in Sam Glenn 218A, provides a computer lab and tutoring services for students in professional-technical programs. There is also a scanner, copier and printer available for student use. Hours at the LRC are 8 a.m.-5 p.m. Monday through Thursday and 8 a.m.-2 p.m. Friday. Because we host study groups and encourage students to assist one another, the LRC is not always a quiet lab, but we do our best to contribute to your learning experience.

STAYING HEALTHY:
In order to control the spread of germs and illnesses, BTS has provided hand sanitizers and Kleenexes for each classroom. BTS expects that you will clean your hands when you enter EACH classroom.

CONSUMER INFORMATION:
In 2008, the federal government required all post-secondary institutions offering federal financial aid programs to provide key data to both prospective and current students. To comply with this requirement, Lewis-Clark State College has developed a consumer information page, which may be accessed at http://www.lcsc.edu/studentconsumerinformation/
DISABILITY ACCOMMODATIONS:
Students requiring special accommodations or course adaptations due to a disability and/or a health-related issue should consult their course instructors and the LCSC Student Counseling Center immediately (RCH 111, 792-2211). Official documentation may be required in order to provide an accommodation and/or adaptation.

STUDENT RIGHTS AND RESPONSIBILITIES:
Students have the responsibility for knowing their program requirements, course requirements, and other information associated with their enrollment at LCSC. Students should review the LCSC General Catalog (http://www.lcsc.edu/catalog/) and the LCSC Student Handbook (available at http://www.lcsc.edu/studentservices/contactus.htm) for more information.

ACCIDENTS/STUDENT INSURANCE:
Students participating in LCSC classes normally must look to their personal health insurance policy (Student Health Insurance Plan or comparable private coverage) should an accident occur. In the event of an accident, please seek medical help, if necessary, and report the incident to LCSC Security (792-2226). Fieldtrips or other special student activities may also require students to submit a signed participation waiver (forms can be obtained from the supporting Division Office).

ENROLLMENT VERIFICATION/ATTENDANCE:
Students who are not actively pursuing their classes may have to repay part or all of their financial aid awards depending upon the circumstances.

ACADEMIC DISHONESTY:
Academic dishonesty, which includes cheating and plagiarism, is not tolerated at LCSC. Individual faculty members will impose their own policies and sanctions regarding academic dishonesty. Students who are accused of being academically dishonest may be referred to the VP for Student Affairs for official disciplinary action.

ILLEGAL FILE SHARING:
Students using LCSC’s computers and/or computer network must comply with the college’s appropriate use policies and are prohibited from illegally downloading or sharing data files of any kind. Specific information about the college’s technology policies and its protocols for combating illegal file sharing may be found on the VP for Student Affairs’ web page (http://www.lcsc.edu/studentservices/).

DIVERSITY VISION STATEMENT:
Regardless of race, color, age, sex, religion, national origin, disability, veteran status, or sexual orientation, you will be treated and respected as a human being. http://www.lcsc.edu/culturaldiversity/
COURSE SCHEDULE: (subject to change)

Week 1  Introductions. Go over syllabus.
        *Chapter 1, Workplace Communication Today*

Week 2  *Chapter 2, The Writing Process*

Week 3  *Chapter 3, Composing Business Messages*

Week 4  Exam over Chapters 1, 2, 3
        *Chapter 4, Revising Business Messages*

Week 5  *Chapter 5, Electronic Messages and Digital Media*
        *Chapter 6, Positive Messages*

Week 6  *Chapter 6, Positive Messages*
        Business Etiquette

Week 7  *Chapter 6, Positive Messages*
        Business Etiquette Quiz
        Exam over Chapters 4, 5, 6

Week 8  *Chapter 13, The Job Search, Resumes, and Cover Letters*

Week 9  *Chapter 14, Interviewing and Following Up*

Week 10 Exam over Chapters 13, 14
        *Chapter 7, Negative Messages*

Week 11 *Chapter 7, Negative Messages*
        Prep for Mock Interviews

Week 12 Mock Interviews

Week 13  *Chapter 8, Persuasive Messages*

Week 14 Thanksgiving Break

Week 15 *Chapter 9, Informal Reports*
        Notebooks Due

Week 16 Exam over Chapters 7, 8, 9