

**COURSE SYLLABUS: COLLIN COLLEGE**

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| COURSE INFORMATION |
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**Course Number:** ENGL 2311.WS1

**Course Title:** Technical and Business Writing

**Course Description:** The study of best practices as related to business and technical writing and communication. Topics to be studied include the definition of technical writing and communication, how to compose various types of business and technical documents, how to conduct a job search, how to write a resume, and how to interview, to name but a few. This course is built around practical, “real-world” scenarios you have encountered, or will most likely encounter, as a professional.

*State Mandated Course Description:*

Intensive study of and practice in professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice individual and collaborative processes involved in the creation of ethical and efficient documents.

**Course Credit Hours:** 3    **Lecture Hours:** 3

**Prerequisite:** ENGL 1301

**Student Learning Outcomes:**

Upon successful completion of this course, students will be able to

- G.1. Identify and accommodate diverse professional audiences.
  - O.1.1. Understand the diverse nature of technical audiences.
  - O.1.2. Identify the intended audience of various business correspondences and technical documents.
  - O.1.3. Thoroughly analyze a business correspondence or technical document for how it accommodates and appeals to a specific audience.
  - O.1.4. Conduct basic audience analysis and needs assessment.
  - O.1.5. Compose business correspondences and technical documents for various audiences, with attention to audience members' needs, expectations, and levels of technical knowledge.
  
- G.2. Locate, evaluate, incorporate, and cite relevant source material(s)
  - O.2.1. Successfully locate, based on research, different types of information and sources.
  - O.2.2. Evaluate sources for credibility and applicability to specific and different business and technical writing scenarios or projects.
  - O.2.3. Properly cite and incorporate sources according to current MLA standards.

- G.3. Understand technical writing mechanics and write and edit accordingly.
- O.3.1. Construct well-composed and grammatically correct sentences, with attention to diction, syntax, redundancy, and clarity.
  - O.3.2. Recognize and correct common writing errors as related to technical writing conventions.
- G.4. Meaningfully collaborate and provide constructive feedback.
- G.5. Compose properly written and formatted professional correspondences and technical documents.

*State Mandated Learning Outcomes:* The above outcomes are extensions of the following outcomes.

Upon successful completion of this course, students will:

1. Recognize, analyze, and accommodate diverse audiences.
2. Produce documents appropriate to audience, purpose, and genre.
3. Analyze the ethical responsibilities involved in technical communication.
4. Locate, evaluate, and incorporate pertinent information.
5. Develop verbal, visual, and multimedia materials as necessary, in individual and/or collaborative projects, as appropriate.
6. Edit for appropriate style, including attention to word choice, sentence structure, punctuation, and spelling.
7. Design and test documents for easy reading and navigation.

**Important Dates:** Census date: Sept. 11<sup>th</sup>; Withdraw date: October 20<sup>th</sup>

**College Repeat Policy:** Beginning fall 2016, Texas residents attempting a course more than twice at Collin College are subject to regular tuition plus an additional \$50 per semester credit hour.

Grades of all courses taken will be recorded on the student's transcript. The highest grade earned will be used in computing the grade point average and applied toward degree or program requirements. Beginning fall 2002, a course in which a grade (including W) has been received can be repeated only one (1) time to replace the grade. The grade received does not affect the student's ability to repeat a course.

Registration holds will be placed on courses that have been attempted twice.

When a course is repeated:

1. Only one (1) course/grade will be counted in a student's GPA.
2. The highest grade will be used in GPA calculations.

Courses repeated before fall 2008 will have only the last grade and credits (whether higher or lower) earned used in computing the grade point average and applied toward degree or program requirements.

Veterans should consult the Director of Financial Aid/Veterans Affairs before repeating any course. Students planning to transfer to another college or university should check with a Collin College academic planning consultant (advisor) or with receiving institutions for their repeat policies. See the Registration Guide for details on specific courses.

Student Handbook, p. 69

**Collin College Academic Policies:** See the current *Collin Student Handbook*. As your instructor, I am asked to report suspected cases of plagiarism, collusion, and/or any scholastic dishonesty to the Dean of Students at Collin College. I will withhold a grade until your case is reviewed. All plagiarized assignments will receive a grade of a 0, and the student can possibly fail the course.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

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| INSTRUCTOR INFORMATION |
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**Instructor's Name:** Kelly Martin, Ph.D.

**Office Number:** B-105 at Spring Creek Campus (inside B-104 suite)

**Office Hours:** Online only, M-TH 10:00-2:00; available to meet for synchronous online appointments. Email to arrange date/time.

**Phone Number:** 972-516-5050 (email instead of leaving voicemail)

**Email:** [kmartin@collin.edu](mailto:kmartin@collin.edu) **[Preferred method of contact]** Emails will USUALLY be addressed within 24 hrs. (except on weekends)

**Minimum Technology Requirements:** Familiarity with Microsoft Word and ability to perform basic Internet research; Internet-connected computer with appropriate hardware for listening to audio files and viewing online videos.

**Class Etiquette & Discussion Board Participation Requirements:**

<http://www.professormartin.net/Collin/onlinediscuss.htm>

**Required Textbook/Resources:** Regular access to the Internet; there is no textbook for the course—all materials are located in Canvas.

**Supplies:** Microsoft Word (all assignments must be submitted as Word documents, and some assignments require the use of tools only available via Word).

**Attendance Policy:** No late assignments are accepted. Technological difficulties are not excuses for late work, which is why you should not wait until the last minute to start and/or submit an assignment.

**Meeting Times:** Online—optional synchronous meetings, held throughout the semester, using the online, free platform, Zoom. Refer to the information in Canvas and on the Assignments Schedule/Calendar (also in Canvas.)

**Method of Evaluation:**

Course grades will be based on a 1,000 point scale.

1000-900 points=A

899-800 points=B

799-700=C

699-600=D

599 and below=F

**Assignments & Points:**

- Syllabus & Course Quiz: 15 points
- Content/Module Quizzes: 4 x 15 pts. each=60 points
- Round #1 Course Project #1: 60 points
- Round #1: Course Project #2: 60 points
- Round #1: Course Project #3: 100 points
- Round #2 Course Project #1: 100 points
- Round #2: Course Project #2: 100 points
- Round #2: Course Project #3: 160 points
- Problem-Solution Proposal Outline: 40 points
- Discussion Assignments: 6 x 30 pts. each=180 points

\*\*\*There will also be extra-credit opportunities throughout the semester.

All assignments will usually be graded within a week of submission.