CONTACT

Instructor: John Stewart  
Phone: 941.359.4262  
Email: stewartj1@sar.usf.edu

Office: C232  
hours: 9:00 am–12:00 am MWF  
Emergencies (hurricanes, etc.): 800.992.4231

I am a 100% online instructor, but also have an office on campus and maintain regular hours. If you need an on-campus appointment, please arrange it by email. You can make general inquiries with the CAS front desk.

COURSE:

Meeting Dates | Times | Location

This is a 100% online course with no on-campus meetings. There are online discussions every week that are counted as part of your participation grade, which is 10% of your total grade for the course. These cannot be turned in late. If you miss more than two of these assignments, this 10% of your grade is averaged as a zero. Details on these assignments will generally be provided the week they are due, so pay attention to announcements in Canvas.

Course materials will be delivered via Canvas and by Canvas email. You are responsible for staying up to date with the course by checking Canvas regularly, turning in all assignments on time, and providing an email address that you check daily.

To ensure that I see any messages from you, use the Canvas email system for all messages to me. If you send messages to my regular email box, they will be ignored unless there is a known problem with the Canvas email system. In other words, you can use regular email as a backup if the Canvas system is down.

Overview | Description | Purpose

Prerequisites: ENC 1101 and ENC 1102 or ENC 1121 and ENC 1122. This is not a course in grammar and mechanics, although we will review some of this as it pertains to business writing. You must have a good basic command of punctuation, spelling, word usage, grammar, and sentence structure in order to do well in this course. These skills will be assumed as we will be focusing on higher-level business-writing-specific skills.

This course introduces you to effective ways of creating documents that you will use in the real world: memos, letters, emails, reports, and resumes. You’ll learn standard formats and how to consider your audience to make your communications organized and get a job done.

This course explores the how and why of developing professional communications in terms of:

- Analyzing audiences and developing effective communications.
- Formatting and organizing common business documents like letters, memos, and email.
- Writing collaboratively (in groups).
- Editing and working with grammar.
- Making professional communications visually effective.
- Doing business research and writing reports.
Creating effective presentations.

Conducting an effective job search.

You will gain practical experience in planning and creating all the documents you will commonly encounter in professional/business writing and applying this knowledge to creating documents with a practical goal, for example finding a job.

Course Goals

Communication

Prepare students for real-world situations that require powerful and effective oral and written communication in traditional and emergent media.

Critical Thinking

Develop critical, constructive, and reflective thinkers who analyze, interpret, evaluate, and decide what to believe and do.

Course Outcomes

Discipline-Specific Knowledge and Skills

- Students will demonstrate professional communications development processes through planning, drafting, revising, editing, testing, and evaluating individually and with peers in a range of media.

- Students will demonstrate rhetorical knowledge by focusing on audience, purpose, context, genre, medium, and message for business and professional documents.

- Students will demonstrate knowledge of conventions, including the important genres of business documents, qualities of good professional communications, visual design, and professional writing style.

- Students will demonstrate the ability to work in electronic environments throughout the information development process: researching, drafting, reviewing, revising, editing, sharing, and producing both printed and electronic texts.

- Students will demonstrate the ability to reason through complex problems and arrive at ethical solutions.

Critical Thinking Skills

- Students will demonstrate critical thinking, reading, and writing skills to include locating, evaluating, analyzing, and synthesizing sources, as well as integrating them with their own ideas.

Communication Skills

- Students will demonstrate the ability to read, interview, interpret, and apply the forms of expression and knowledge required to serve effective communicators in a business/professional environment.
Text | Websites | Materials and Technology

This course requires you to read one text with some additional readings and articles. There is one website to know about, Canvas; more details are provided in the following sections.

Text and Other Readings


Note that if you purchase your textbook through the USF bookstore, they can work with your financial aid, which will not be the case if you purchase through another outlet.

The text and your instructor assume that you know grammar and mechanics and at the most will need a slight brush-up on a few rules. There are various resources available for helping to self-correct any existing grammar and mechanics issues. If you need additional help with this, check with your instructor or the writing center.

http://www.usfsm.edu/infocommons/writing.php

All readings relate directly to the discussions, quizzes, exams, and writing assignments; you will not do well in the course if you do not read according to the schedule in the calendar. In other words, do not wait until the midterm to read the first half of the text. Plan to spend a substantial number of hours per week on the course readings and writing assignments, probably about six hours per week.

Canvas at USFLearn

https://usflearn.instructure.com/

Go to Canvas first. When you go to the USFlearn/Canvas site, you will see the Canvas entry for this course. Canvas provides you with all the online resources you will need to participate in the course. Any additional websites you will need to access will be through links in Canvas. These are the important links you will see on the left side of the page:

- **Modules:** The weekly modules display on the home page. This is where you will go each week to get an overview of the week, background on the reading assignments, and writing assignments. Modules will be locked until the first day of the week when they are due, so you may be able to see modules in the list which are not yet available. After they open they will stay open for the rest of the term, so you can always refer back to them.

- **Announcements:** Go here for current updates and news about the course. Make sure you stay up to date with these.

- **Syllabus:** Go here to download and print the syllabus; do this immediately and review the entire document carefully, because this is the course on paper.

Canvas Support is available through USFSM E-Learning staff from 9am to 5pm Monday through Friday. Please contact:

- Judy Kendi at kjudy@sar.usf.edu or 941-359-4638.
- Carlos Montoya at cmmontoya@sar.usf.edu or 941-359-4295.
The USF Tampa IT Helpdesk provides 24 hour support for CANVAS. Please call 813-974-1222 or email: help@usf.edu if you need assistance outside of USFSM’s E-Learning hours.

Additionally, CANVAS tutorials can be found in the Student Quickstart Guide at http://guides.instructure.com/m/8470.

**Required Materials | Technology**

Access to a computer with Microsoft Word, Acrobat Reader, a printer, reliable access to the internet, and email. All assignments will be submitted online via Canvas. Always back up your work--don't rely on just one copy. Don’t hand in or post anything without running a spell check in Word; for any online posts, compose in Word, save, spell check, then post.

**Projects | Quizzes | Exams**

All the projects for this course fit together logically and build on each other, which will work well for you if you keep up, and will work against you if you get behind. Details for all assignments will be available through Canvas as the course progresses. For assignment due dates, see the calendar in this document. For all projects you will receive a handout which details the requirements for the project and a rubric which details how the project will be assessed for a letter grade. The rubric will break the assignment into four or five components. You will have adequate time to review the handout and rubric and ask any questions for clarification. This means you are responsible for meeting these requirements and have no excuse for not understanding them.

This course requires the following projects and exams:

**Letter/Memo/E-mail Portfolio**

The first project for this course will be a portfolio of individual letters/memos which have been submitted to previous discussions over the first six weeks of the course, reviewed, and edited. In other words, these documents will have been through the entire writing process and as such are expected to be polished, error-free documents. These should clearly demonstrate the concepts you will learn in the first six weeks of the course in terms of different formats, organizations, tone (formal, informal), and types of messages (positive, negative, persuasive). 1000 words.

The portfolio will include two letters, two memos, and two emails:

- Letter 1 – positive news, formal, 1 page.
- Letter 2 – persuasive, formal, 1 page.
- Memo 1 – negative news, formal, ½ page.
- Memo 2 – persuasive, informal, ½ page.
- E-mail 1 – positive news, informal ½ page.
- E-mail 2 – negative news, informal, ½ page.
Presentation/Report

For the second project you will review a case study which outlines a complex problem in business ethics. Based on this case study you will create a presentation which explains your solution to a specific audience; you will also write a short informative report which explains your solution. The presentation and report will include visuals. These texts will demonstrate your knowledge of ethical reasoning, professional presentations, use of visuals, and report formats from the second main segment of the course. 1500 words.

A couple of example scenarios will be provided for you, or if you prefer you can create your own. Details for this project will be discussed after we complete the first project.

Application Packet

For the final project you will select a specific job/position, write a short research report on that job type/position in terms of employment prospects over the next few years, and write a cover letter, resume, and follow-up letter tailored to a specific job opening. This project will demonstrate your knowledge of writing and tone as presented throughout the course and as applied to a real-world situation. 2000 words including short research report (1000 words), cover letter, resume, and follow-up letter (combined 1000 words).

Details for this project will be discussed after we complete the presentation project.

Total word count is important because this is a Gordon Rule course, which means you must produce at least 6,000 words of text over the entire course, 4,500 words of which must be polished work. The portfolio, presentation/report, and application packet together satisfy the requirement for polished work. The remaining 1500 words will be made up of online discussions and other shorter writings.

Exams

The course includes a midterm and a final exam, which together cover the entire range of the materials we will read and discuss. These exams will consist of factual questions about the text, for example, multiple choice or multiple answer.
Calendar
The following calendar summarizes the main components of the course by week, including the class meetings, writings, readings, quizzes/exams, and holidays/withdrawal deadlines. Except for the final exam, most assignments are due on Sunday of the week they are listed, including all readings, writings, tests, and discussions; for some of the peer reviews we may move the due date earlier in the week to allow writers time to make use of the review comments in revising their drafts.

<table>
<thead>
<tr>
<th>Week</th>
<th>What’s due/happening</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8.25 – 8.31</td>
<td>Detailed course/syllabus/calendar review, review projects and quizzes/exams, Discussion 1 – tools for audience analysis</td>
</tr>
</tbody>
</table>
| 2    | 9.1 – 9.7             | *Part I: Writing process*  
Discussion 2 – document design analysis  
9.1 – Labor Day | Text modules 4 and 5 - Writing Process and Doc Design |
| 3    | 9.8 – 9.14            | Discussion 3 – reader benefits | Text modules 6, 7, and 8 - Emphasizing the Positive and Benefits to the Reader |
| 4    | 9.15 – 9.21           | *Part II: Letters, memos, and email, format and organization*  
Discussion 4 – post rough draft of Letter 1 and Memo 1 for peer review | Text modules 9, 10, and 11 - Letters and Memos: Formats, Positive and Negative Messages |
| 6    | 9.29 – 10.5           | *Part III: Grammar and Editing*  
*Letter/memo/email portfolio due*  
Discussion 6 – why errors matter | Text modules 14 and 15 - Editing: Grammar, Punctuation and Word Choice |
| 7    | 10.6 – 10.12          | Discussion 7 – post rough draft of outline for peer review | Text module 16 - Editing: Sentences and Paragraphs |
| 8    | 10.13 – 10.19         | *Part IV: Collaborating*  
*Midterm exam* on readings so far (through module 18)  
Discussion 8 – post peer review of outline | Text modules 17 and 18 - Communicating with Others: Listening and Collaborative Writing |
| 9    | 10.20 – 10.26         | Discussion 9 – post rough draft of presentation with audio for peer review | Text modules 19 and 20 - Communicating with Others: Meetings and Presentations |
| 10   | 10.27 – 11.2          | *Part V: Research and Reports*  
Discussion 10 – post peer review of presentation  
11.1 – Last day to drop course to receive a ‘W’ grade; no refund, no academic penalty | Text modules 21 and 22 - Research and Reports: Proposals and Progress Reports, Analysis and Documentation |
<table>
<thead>
<tr>
<th>Week</th>
<th>What's due/happening</th>
<th>Readings</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>No discussion post due.</td>
<td>Text modules 23, 24, and 25 - Research and Reports: Short vs. Long Reports and Visuals</td>
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<tr>
<td>11.3 – 11.9</td>
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</tr>
<tr>
<td>12</td>
<td><strong>Part VI: Job search</strong></td>
<td>Text modules 26 and 27 - Job Search: Researching and Resumes</td>
</tr>
<tr>
<td>11.10 – 11.16</td>
<td><strong>Presentations/progress report due</strong></td>
<td></td>
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<td></td>
<td>Discussion 11 – job search and resume resources</td>
<td></td>
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<tr>
<td></td>
<td>11.11 – Veteran's Day</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Discussion 12 – post rough draft of resume for peer review</td>
<td>Text modules 28, 29, and 30 - Job Search: Application Letters, Interviews, and Follow-Up</td>
</tr>
<tr>
<td>11.17 – 11.23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Discussion 13 – post peer review of resume</td>
<td>no readings</td>
</tr>
<tr>
<td>11.24 – 11.30</td>
<td>11.27/28 - Thanksgiving</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td><strong>Application packet/short research report due</strong></td>
<td>no readings</td>
</tr>
<tr>
<td>12.1 – 12.7</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Discussion 14 – project evaluation</td>
<td></td>
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<tr>
<td>16</td>
<td><strong>Final exam posted on 12.6, due by Monday 12.8 (exam will be online)</strong></td>
<td>no readings</td>
</tr>
<tr>
<td>12.8 – 12.12</td>
<td></td>
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Grade Distribution

Portfolio 20%
Presentation 20%
Application packet 25%
Discussions/participation 10%
Midterm exam 10%
Final exam 15%
Total 100%

POLICIES

Attendance | Absences

You must send me an email by midnight on the third day of the course (for Fall 2014 this is August 27) that confirms your attendance and that you plan to stay in the course. If I do not receive this email confirmation by the deadline, you will be reported as absent from the course and will be dropped from enrollment by the registrar. You will be able to re-enroll only if space is available and only if you are willing to pay a late-enrollment fee.

You are expected to complete all class assignments and submit them on time. Since this is a 100% online course, this policy substitutes for attendance after the first week.

Online Behavior

Submitting work online by email, via Canvas, or by any other means which is disrespectful to other students, to me, or to anyone at USF, is considered an academic disruption and will be addressed immediately. I will first let you know that it is unacceptable and why; if we cannot resolve the issue, I will submit the issue to the dean and establish with you terms for continued course participation. The consequences for you range from an administrative reprimand, to being banned from online participation in the course (which means you would fail the course), to suspension from USF.

Grade Scale | Letter-Number Equivalencies

<table>
<thead>
<tr>
<th>Numeric Grade</th>
<th>Letter Grade</th>
<th>Grade Points (applies to GPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>97–100</td>
<td>A+</td>
<td>4.00</td>
</tr>
<tr>
<td>93–96</td>
<td>A</td>
<td>4.00</td>
</tr>
<tr>
<td>90–92</td>
<td>A -</td>
<td>3.67</td>
</tr>
<tr>
<td>87–89</td>
<td>B +</td>
<td>3.33</td>
</tr>
<tr>
<td>83–86</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>80–82</td>
<td>B -</td>
<td>2.67</td>
</tr>
<tr>
<td>Numeric Grade</td>
<td>Letter Grade</td>
<td>Grade Points (applies to GPA)</td>
</tr>
<tr>
<td>---------------</td>
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<td>-----------------------------</td>
</tr>
<tr>
<td>77–79</td>
<td>C +</td>
<td>2.33</td>
</tr>
<tr>
<td>73–76</td>
<td>C</td>
<td>2.00</td>
</tr>
<tr>
<td>70–72</td>
<td>C -</td>
<td>1.67</td>
</tr>
<tr>
<td>67–69</td>
<td>D +</td>
<td>1.33</td>
</tr>
<tr>
<td>63–66</td>
<td>D</td>
<td>1.00</td>
</tr>
<tr>
<td>60–62</td>
<td>D -</td>
<td>0.67</td>
</tr>
<tr>
<td>0–59</td>
<td>F</td>
<td>0.00</td>
</tr>
</tbody>
</table>

**Assignment Policies**

To receive full credit, your submissions for assignments must follow the requirements detailed in the handouts for each assignment; read them carefully.

**Back up all your work** on your computer’s hard drive, with a second copy on media such as diskette, removable drive, CD, or online archive; you can simply email a copy to yourself to create a backup file on the email server. A computer problem will not be considered a valid excuse for late or missing assignments.

**Time**

All assignments are due as indicated in the calendar and in Canvas. If an assignment is not submitted by the due date it will be marked down one letter grade for each day late, weekends included. After one week assignments not turned in become a zero, so it is still better to turn in assignment up to six days late and attempt to earn an F/59 than a zero. Tests in this course are all administered online and the late policy is the same as for other written assignments.

The final exam/presentation cannot be turned in late and will be scored as a zero if not completed on time.

**Place**

All assignments will be submitted online via Canvas or by email. More detailed instructions for each assignment will be included in handouts, announcements, and the weekly modules.

**Format**

You should do all written work in MS Word. You must submit files in Word or PDF format; files that can't be uploaded or won't open will not be graded. If you use an Apple computer, make sure you are using Word and saving your work in a format that is compatible with PC/Word users; figure this out in the first week of the term. Do not submit work written in Word by pasting the text into an email, as it will not be accepted. The presentations will be done in PowerPoint and saved/submitted in that format, or as links to online Prezis.
Extra Credit

For any of the major projects, you can earn five points each by visiting the USF writing center either in person or online, setting up an appointment for review, and working with the writing center on that project. The writing center will provide you with documentation, which you will need to present at the time you turn in the project to receive the extra credit.

Academic Dishonesty

The University of South Florida has an account with an automated plagiarism detection service which allows student assignments be checked for plagiarism. I reserve the right to ask students to submit their assignments to Turnitin through CANVAS. Assignments are compared automatically with a database of journal articles, web articles, and previously submitted papers. The instructor receives a report showing exactly how a student’s paper was plagiarized.

Pursuant to the provisions of the Family Educational Rights and Privacy Act (FERPA), students are requested to maintain confidentiality as a way to keep their personal contact information (i.e. name, address, telephone) from being disclosed to vendors or other outside agencies. By your submission, you are also agreeing to release your original work for review for academic purposes to Turnitin.

Plagiarizing a paper or cheating on an exam will result in a zero for that assignment and may result in an F for the course overall. I will notify the dean’s office of your behavior and further disciplinary actions are possible.

Plagiarizing includes any instance of including another person’s work as your own without (1) citing the source and (2) providing a reference to the source, whether it is quoted or paraphrased (rewritten into your own words). This also includes collaborating on writing projects, for either an online or in-class assignment, without being specifically directed to do so (such collaboration may be the case for some assignments).

Cheating on an exam includes collaborating on answers, for either an online or in-class exam, without being specifically directed to do so (this may be the case for some exams). This applies both to the person allowing his or her material to be copied and to the person who does the copying.

It is also not acceptable to “write” a paper by simply assembling various bits of text from various sources, even if the sources are cited. While this is not technically “plagiarism,” it is also not “writing.” As a general rule, not more than 20% of your papers should be quoted from sources; the rest should be your original writing for this course (not recycled from a paper you wrote for another course).

You may use material from a writing project for another course in this course, however all writing for this course must be substantially created originally for this course. This means you can use information and research from other courses as input for your projects in this course, but you must cite your own work just as you would cite any other source. Do not turn in a paper you wrote for another course with minor revisions for credit in this course; if I determine that this is the case, the assignment receives a zero.
USF Sarasota-Manatee Policies and Procedures

Religious Observances
The University recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. http://generalcounsel.usf.edu/policies-and-procedures/pdfs/policy-10-045.pdf

Disabilities Accommodation
Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator: 359-4714; disabilitieservices@sar.usf.edu; http://www.usfsm.edu/students/disability/

Academic Dishonesty
The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct. Undergraduate: http://www.sarasota.usf.edu/Academics/Catalogs/ Graduate: http://www.sarasota.usf.edu/Academics/Catalogs/ USF Student Code of Conduct: http://www.sa.usf.edu/srr/page.asp?id=88

Academic Disruption
The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct. Undergraduate: http://www.sarasota.usf.edu/Academics/Catalogs/ Graduate: http://www.sarasota.usf.edu/Academics/Catalogs/ USF Student Code of Conduct: http://www.sa.usf.edu/srr/page.asp?id=88

Contingency Plans
In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard/Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Blackboard/Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency.
**Emergency Preparedness**

It is strongly recommended that you become familiar with the USF Sarasota-Manatee Emergency Action Plan on the Safety Preparedness site

**Fire Alarm Instructions**

At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated.

**Web Portal Information**

Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Blackboard/Canvas course information via that address. Therefore it is the student’s responsibility to check their USF email regularly.

**Instructor Copyright**

Students may not sell notes or other course materials.