

**Ohio Articulation Number (OAN)
Course Submission Form
2005-2006**



College/University The University of Akron

Course(s) Submitted(Title & Course #) Specialized Writing
3300:275
Ohio Articulation Number OBU 005

Date 1-11-07

Name and title of individual submitting on behalf of the college/university

Name Ms. Anne Jorgensen Title Director, Undergraduate Programs

Address College of Business
Administration

E-mail ajorgen@uakron.edu

Phone 330-972-6109

Fax 330-972-6588

Credit Hours 3 qtr sem X

Lecture Hours 3

Laboratory Hours (if applicable)

Pre-Requisites(s) Course work (if applicable) Completion of 3300:111
(English Composition I) and 112 (English Composition II) or
equivalents, or permission of the instructor

Placement Score (if applicable)

(Name of test)

(Domain) (Score)

Catalog/Course Description (Includes Course Title and Course #)

(May be repeated for different topics, with permission) Principles and practice of style, structure and purpose in writing, with special applications to writing demands of a specific career area.

Texts/Outside Readings/Ancillary Materials

BASIC BUSINESS COMMUNICATION, 10th edition, by Lesikar and Flatley.

Course Objectives and/or Plan of Work

English 275 is a course in specialized writing for the business world. During the semester, Students learn the various methods for planning and writing the following: Business Letters, E-Mails, Memos and Faxes, Routine Inquiries, Routine Responses, Claims, Good News/Bad News, Persuasion and Sales, Business Reports, Job Application Letters/Cover Letters, Resumes, and Oral Presentations.

Description of Assessment and/or Evaluation of Student Learning

Final grades:

Memos, letters, e-mails, report work plan, resume: 50%

Written business report: 25%

Oral presentation: 25%

Master Syllabi and Working Syllabi (if both are used)

COURSE GUIDELINES: Fall 2006
English 275 Section 003: Specialized Business Writing
SAMPLE

Instructor: Carolyn Embree
Office: Olin 329
Office Hours: 1:40-2:40 TTH; 11:30 Saturdays
e-mail: cembree@uakron.edu

Course Text: *BASIC BUSINESS COMMUNICATION*, 10th edition, by Lesikar and Flatley.

About the Course: English 275 is a course in specialized writing for the business world. During the semester, students learn the various methods for planning and writing the following: Business Letters, E-Mails, Memos and Faxes, Routine Inquiries, Routine Responses, Claims, Good News/Bad News, Persuasion and Sales, Business Reports, Job Application Letters/Cover Letters, Resumes, and Oral Presentations.

Attendance: All students must attend class and turn in their assignments on the scheduled due dates. It is a student's responsibility to find out what he/she has missed when absent. After two absences (four), a student's grade will be lowered one letter. Six or more absences warrant a withdrawal from the course.

Late Assignments: Assignments submitted after the due date may not be accepted. Each situation will be handled individually. Major assignments cannot be e-mailed to me. They must be turned in to me personally or placed in my mailbox upon approval.

Grading: **Final grades:**
Memos, letters, e-mails, report work plan, resume: 50%
Written business report: 25%
Oral presentation: 25%

All assignments must be prepared on the computer, and students must submit their email assignments through the campus email service.

SYLLABUS

- 8/29 Introduction to course. Guidelines and syllabus review.
- 8/31 Discussion of Chapter 1 in **Basic Business Communication** (BBC).
- 9/5 Discussion of Chapter 2 in BBC. Sample writing assignment, due 9/12.
- 9/7 Discuss Chapter 3 in BBC. Group exercises in class, pp. 60-61.
- 9/12 Sample writing due. Discuss Appendix B (pp. 554-571) on letter and memo formats.
- 9/14 Chapter 4 discussion. Individual or group activities, p. 80-81.
- 9/19 Discuss Chapter 5 in BBC (messages and the writing process: e-mail and memos). Begin Chapter 6. Practice routine direct organization messages.
Assignment: Routine Inquiry letter, due 9/26.

- 9/21 Finish Chapter 6: claims and routine responses. Exercises, p. 144.
- 9/26 Routine Inquiry due. Assignment: Claim or Adjustment e-mail, due 10/3. Begin discussion of indirect organization and bad news messages in Chapter 7. Practice buffer openings.
- 9/28 Continue Chapter 7. Students practice indirect messages from cases on p. 182.
- 10/3 Claim/Adjustment due. Assignment: Bad news message, due 10/10. Begin discussion of business reports. Assignment: Business Report, due 11/2. Select from problems on pp. 329-339.
- 10/5 Begin discussion of Chapter 10. Discuss report problems.
- 10/10 Bad news due. Continue Chapter 10. Begin discussion of Chapter 13 on graphics. Critical Thinking Exercises at end of chapter discussed in small groups.
- 10/12 Continue Chapter 13. Begin Chapter 11.
- 10/17 Complete Chapter 11 and discussion of short reports.
- 10/19 Discuss Chapter 8 in BBC. Work on sales appeals and persuasive organization. Practice exercises on pp. 196-197.
- 10/24 Continue Chapter 8. Practice persuasive requests and sales messages in groups.
- 10/26 Begin to discuss Chapter 15 in BBC on oral presentations, which will be done in class during the last two weeks of semester. Assignment: Persuasive Request, due 11/7.
- 10/31 Finish Chapter 15. Determine oral report order.
- 11/2 Begin Chapter 9: job applications. Do Critical Thinking Questions as whole group activity. Assignment: Sales message, due 11/14.
- 11/7 Persuasive Request due. Continue Chapter 9: resumes.
- 11/9 Finish Chapter 9: follow-up messages and effective job interviewing.
- 11/14 Sales Message due. View video on applications, resumes and interviews. Assignment: Job Application message and Resume, due 12/7.
- 11/16 Groups practice revising application messages.
- 11/21 View video on job interviewing.
- 11/23 Thanksgiving: No class.
- 11/28, 11/30, 12/5, 12/7: Oral presentations.
- 12/7: Job Application and Resume due.

There is no final exam in this class. The course ends on the last day of classes.

Depending on the pace of the class, this syllabus may change. Students will be pre-advised of all changes.

Additional Documentation

OH - BELMONT TECHNICAL COLLEGE (1978A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG103		3300:275	Fall Semester 1980 - 9999
OH - CLARK STATE COMMUNITY COLLEGE (1974A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG221		3300:275	Fall Semester 1989 - 9999
OH - CUYAHOGA COMMUNITY COLLEGE	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
BADM 2010		3300:275	Fall Semester 1998 - 9999
OADM 2010		3300:275	Fall Semester 1998 - 9999
OH - JEFFERSON COMMUNITY COLLEGE (OH) (1973A)	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG104		3300:275	Fall Semester 1995 - 9999
OH - KENT STATE UNIVERSITY	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG 20001		3300:275	Fall Semester 1979 - 9999
ENG 30063 - Business & Prof Writing		3300:275	Fall Semester 1979 - 9999
OH - LAKELAND COMMUNITY COLLEGE	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
BUSM 2400		3300:275	Fall Semester 2000 - 9999
OH - LORAIN COUNTY COMM COLLEGE-SEMS	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
AOIS 211		3300:275	Fall Semester 1998 - 9999
OH - MIAMI UNIVERSITY (1913A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG 315		3300:275	Fall Semester 1960 - 9999
OH - NORTH CENTRAL STATE COLLEGE (1976A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG 115		3300:275	Fall Semester 1972 - 9999
OH - OHIO STATE UNIVERSITY (1913A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENGLISH 304		3300:275	Fall Semester 1989 - 9999

OH - OWENS COMMUNITY COLLEGE (1976A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG120		3300:275	Summer Semester 1979 - 9999
OH - SINCLAIR COMMUNITY COLLEGE (1970A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG132		3300:275	Fall Semester 1968 - 9999
OH - UNIVERSITY OF CINCINNATI (1913A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
28 ENGL 178 - Business English		3300:275	Fall Semester 1980 - 9999
OH - WASHINGTON STATE COMMUNITY COLLEGE (1979A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENGL 117		3300:275	Fall Semester 1980 - 9999
OH - WRIGHT STATE UNIVERSITY (1968A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENG330		3300:275	Fall Semester 1980 - 9999
OH - YOUNGSTOWN STATE UNIVERSITY OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENGL 601		3300:275	Fall Semester 1967 - Summer Semester 2000
OH - YOUNGSTOWN STATE UNIVERSITY (1945A) OH	T O	UNIVERSITY OF AKRON	EFFECTIVE DATES
ENGL 2601		3300:275	Fall Semester 2000 - 9999

OBR Use

Action

Approved	
Additional Information Requested	
Rejected	
Date	