

Dual Credit: What to Expect

BCOM 247 BUSINESS WRITING

This is a general course preview. The actual course syllabus may change each term.

Course Details

Format

- 15 week course
- Not self-paced: Assignments have specific weekly deadlines
- Students login independently but will interact with classmates

Orientation

Before Class Begins

- New students must complete an online student orientation in Blackboard BEFORE the class begins.
- Students will be emailed a login link.
- Allow 2-3 hours to complete the orientation course.

Email

- Students should daily check their Concordia email for announcements and reminders.

Attendance

- Attendance is recorded when a discussion or assignment is posted.
- Login at least 5 times per week.

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Payment

- Students will be emailed a bill after the course begins
- Payments are made online

Course Description: Explore and practice various types of business writing techniques, both internal and external to the corporation, to all levels, including the delivery of good and bad news, persuasion, company publications, advertising, and public relations. A segment will also focus on preparing a detailed research report, as well as a resume. Assignments stress tact, clarity, and conciseness. 3 credits.

Grading

- Discussions - 10%
- Weekly Writing - 15%
- Correspondence - 25%
 - Complaint Letter
 - Refusal Letter
 - Informative Memo
- Resume and Cover Letter - 15%
- Fire Safety Documentation - 15%
- Unsolicited Proposal/Report - 20%



Course Objectives

After successfully completing this course, you will be able to:

1. Engage in writing as a process that includes research, drafting, testing, revising, and editing.
2. Critique and identify use of appropriate style, tone, and format in business writing.
3. Craft and support claims using credible sources.
4. Make effective choices about design and delivery that are suitable for the purpose, audience, and context.

Discussions: Students are expected to be an active participant in the weekly class discussions with students. That means adding **substantive content** to the discussions and checking into the discussion a few times each week. Opinions must be stated as such and facts must be supported with proof/examples.

Counts as... BCOM 247 counts as a general elective.



Success Advisor / Coach

jessica.valdes@cuw.edu

Jessica Valdes is the dual credit success advisor. She can help with:

- Enrollment questions
- If you are struggling in a class
- Questions you don't want to ask your instructor



Drop Policy

- After a course begins, the student will pay for a course, even if dropped.
 - The student pays based on the number of weeks completed.
 - Week 1-5 : A percent refund
 - Week 6-10 0% and 'W' grade
 - Week 11-16 0% and 'F' grade
- "W" Withdraw does not count in GPA
"F" Counts as a 0.0 in GPA



Technology

- Blackboard learn is Concordia's web based learning system.
- Blackboard contains all course content, videos, links, and course calendar.
- It runs best in **Firefox** or **Chrome**.
- Assignments are posted using the Drop Box feature in Blackboard

Course Schedule

Week	Topic	Required Content	Assignments
1	Introduction to Business Writing	Readings and game on Audience Readings on Writing Choices	<ul style="list-style-type: none"> • Discussion 1.1 • Discussion 1.2
2	Essential Tools for Business Writing	Readings and Videos on Audience, Context, and Purpose	<ul style="list-style-type: none"> • Discussion 2.1 • Discussion 2.2 • Netflix Case Study
3	More Essential Tools for Business Writing	Videos on the Rhetorical Triangle and Credibility Readings on the writing process	<ul style="list-style-type: none"> • Discussion 3.1 • Quiz
4	Organizing Your Information	Readings on Process, transitions, and format	<ul style="list-style-type: none"> • Discussion 4.1 • Writing Tips Memo
5	Bad News Writing:	Bad News Writing:	<ul style="list-style-type: none"> • Discussion 5.1 • Complaint Letter
6	Revising Your Work	Readings on Paramedic Method, Common Writing and Editing Mistakes, and Using Small Words	<ul style="list-style-type: none"> • Discussion 6.1 • Revising with the Paramedic Method • Cooks Source Revision
7	Bad News Writing: Refusal Letter	Readings on Refusal Letters	<ul style="list-style-type: none"> • Discussion 7.1 • Refusal Letter
8	Communicating to Inform	Readings on Informative Memos and Business Email	<ul style="list-style-type: none"> • Informative Memo
9	Writing About Yourself	Readings on Resumes and Cover Letters	<ul style="list-style-type: none"> • Discussion 9.1 • Resume and Cover Letter <i>Draft</i>
10	Writing About Yourself (continued)	Readings on Resumes and Cover Letters	<ul style="list-style-type: none"> • Discussion 10.1 • Final Draft of Resume and Cover Letter
11	Writing Instructions	Readings on Writing Directions and Document Design	<ul style="list-style-type: none"> • Discussion 11.1 • Fire Safety <i>draft</i>
12	Business Reports: Introduction to Unsolicited Proposals	Readings on Business Proposals	<ul style="list-style-type: none"> • Unsolicited Report Proposal Memo • Final Draft of Fire Safety
13	Unsolicited Proposals (continued) & Visuals	Readings on Data Visualization	<ul style="list-style-type: none"> • Discussion 13.1 • Plan for Visuals
14	Unsolicited Proposals (continued)	NONE	<ul style="list-style-type: none"> • Discussion 14.1 (optional) • Draft of Unsolicited Proposal
15	Unsolicited Proposals (<i>final</i>)	NONE	<ul style="list-style-type: none"> • Unsolicited Proposal <i>Final</i>