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

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.
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Required Content</th>
<th>Assignments</th>
</tr>
</thead>
</table>
| 1    | Introduction to Business Writing | Readings and game on Audience; Readings on Writing Choices | • Discussion 1.1  
• Discussion 1.2 |
| 2    | Essential Tools for Business Writing | Readings and Videos on Audience, Context, and Purpose | • 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 | • Discussion 3.1  
• Quiz |
| 4    | Organizing Your Information | Readings on Process, transitions, and format | • Discussion 4.1  
• Writing Tips Memo |
| 5    | Bad News Writing: | Bad News Writing: | • Discussion 5.1  
• Complaint Letter |
| 6    | Revising Your Work | Readings on Paramedic Method, Common Writing and Editing Mistakes, and Using Small Words | • Discussion 6.1  
• Revising with the Paramedic Method  
• Cooks Source Revision |
| 7    | Bad News Writing: Refusal Letter | Readings on Refusal Letters | • Discussion 7.1  
• Refusal Letter |
| 8    | Communicating to Inform | Readings on Informative Memos and Business Email | • Informative Memo |
| 9    | Writing About Yourself | Readings on Resumes and Cover Letters | • Discussion 9.1  
• Resume and Cover Letter Draft |
| 10   | Writing About Yourself (continued) | Readings on Resumes and Cover Letters | • Discussion 10.1  
• Final Draft of Resume and Cover Letter |
| 11   | Writing Instructions | Readings on Writing Directions and Document Design | • Discussion 11.1  
• Fire Safety draft |
• Final Draft of Fire Safety |
| 13   | Unsolicited Proposals (continued) & Visuals | Readings on Data Visualization | • Discussion 13.1  
• Plan for Visuals |
| 14   | Unsolicited Proposals (continued) | NONE | • Discussion 14.1 (optional)  
• Draft of Unsolicited Proposal |
| 15   | Unsolicited Proposals (final) | NONE | • Unsolicited Proposal Final |