

# ENGLISH 306-03: BUSINESS WRITING

Course Theme: Design Thinking

Spring 2018

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## Course Overview

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### Course Information

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Instructor: Rick Wysocki  
Course Term: Spring 2018  
Course Theme: Design Thinking  
Office: Bingham Humanities LL4H, Carrel 59  
Email: [richard.wysocki@louisville.edu](mailto:richard.wysocki@louisville.edu)  
Office Phone: 852-0987 or 852-7068  
Class Meeting Times: 4pm-5:15pm M/W  
Office Hours: 11am-12pm M/T; 11am-1pm W

### Business Communication

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Communicating effectively in business environments requires a familiarity with many forms of professional communication: emails, resumes, cover letters, reports, grants, presentations, and countless others. Regardless of your profession, one thing is certain—you will be writing. Though one course cannot cover every type of document you may be asked to write, this semester you will learn about a number of genres, skills, and strategies that will prepare you to handle professional writing tasks you may encounter in the future.

### Design Thinking

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This course will draw on the entrepreneurial model of Design Thinking, a mode of creative problem solving for the purposes of designing solutions to complex problems. In the second half of the course, you will be asked to engage design-thinking in order to develop business solutions to such complex problems. While entrepreneurship and design-thinking will center our work, more traditional genres of business writing—such as resumes, cover letters, and memos—will be explicitly woven into the course.

### Accessibility

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The official UofL statement on accessibility is contained under “Institutional Policies and Procedures” below. However, I want to state here that I am resolved to making our class as accessible as possible, and I am deeply committed to cultivating an accessible space across a range of potential concerns, including but not limited to: accommodating students with disabilities; attempting to engage a variety of learning styles and processes; and creating a safe and open space for all identities, including those intersecting race, class, sexual orientations, and genders. I am always available to discuss any difficulties you may have or start having, and am willing to work with you, to the best of my ability, to help you navigate those difficulties in this course.

### Major Due Dates

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Major Assignment #1: February 7  
Major Assignment #2: February 26  
Major Assignment #3: March 21  
Major Assignment #4: April 23

### Turning in Assignments

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All drafts, in-class assignments, and homework will be turned in via Blackboard unless otherwise noted. All final drafts will be uploaded to Blackboard unless otherwise noted. Occasionally, additional readings will be posted to Blackboard as well. Updates will be provided if these procedures change for any reason.

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## Day to Day Policies and Procedures

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### Course prerequisites

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English 102 or English 105.

### Written Communication Statement

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This course is approved for the Arts and Sciences upper-level requirement in written communication (WR).

### Required Texts

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Ramsey, J. (2016). *Business writing scenarios: Writing from the inside*. Boston, MA: Bedford/St. Martins.

### Attendance

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You may have four absences, no questions asked; after that, 3% will be taken off of your final grade per additional absence. If you miss more than 6 days of class (which equals three weeks for a MW course), you WILL fail the course. Coming to class late counts as one-third of an absence. Contact me as soon as possible if you are in a situation where you will miss more than the allotted three absences. There are no excused absences in this course.

### Communication

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If you have any questions about materials or assignments, contacting me via email is usually the best option. If you don't get a response from me within 48 hours, please re-send your email. I

also ask that you check your university email and Blackboard at least once a day for any announcements about the course. Furthermore, I encourage you to come see me during office hours so that we may discuss any questions you have in person. If my office hours do not work with your schedule, you can always email me or see me after class to find a time to meet that works for both of us.

### Late Work and Extensions

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I will not accept late work. Because I do not accept late work, however, you do have the option of requesting an extension on an assignment if extenuating circumstances will prevent you from turning it in on time. You must contact me at least 48 hours prior to the date and time the assignment is due to ask for an extension, and extensions will be considered on a case-by-case basis.

### Electronic Devices

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All devices should only be used for class-related activities. If work/family/other conditions will lead to you needing to be on your phone in class, please let me know in advance. If you are repeatedly on your phone or using your computer to surf the Web or work on another class's material, you will receive an absence for the day.

### Grading

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These are the major assignment sequences of this course. More specific information will be provided on assignment sheets and rubrics.

Participation – 5%  
Reading Responses – 15%  
Professional Communication Sequence – 20%  
Corporate Apology Letter – 15%  
Evidence-Based Report – 20%  
Proposal – 25%

*Important Note: I reserve the right to alter the terms of this syllabus. Situations such as cancelled classes or changes in our learning objectives, for example, might warrant such a change.*

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## Institutional Policies and Procedures

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### Plagiarism

The University of Louisville's plagiarism policy applies in this course: "The University defines plagiarism as 'representing the words or ideas of someone else as one's own in any academic exercise.'" Thus, all writing you do for this course must be your own.... Please pay special attention to the quotes, paraphrases, and documentation practices you use in your papers. If you have any questions about plagiarism, please ask your instructor. If you plagiarize, your instructor reserves the right to grant you a failure for the course and your case may be reported to the College of Arts and Sciences."

### Accessibility and Accommodations

The University of Louisville states: "Students who have a disability (temporary or permanent) or condition which may impair their ability to complete assignments or otherwise satisfy course criteria are encouraged to meet with their instructor to identify, discuss, and document any feasible instructional modifications or accommodations. Please inform your instructor about circumstances no later than the second week of the semester or as soon as possible after a disability or condition is diagnosed, whichever occurs earliest. For information and auxiliary assistance, contact the Disabilities Resource Center (852-6938)."

### Grievances

If you have questions or concerns about your progress in this course, please do not hesitate to come by during office hours to discuss these issues. If you are not satisfied with our discussion, you may see an Assistant Director of Composition in Humanities 319F (852-5919).

### Title IX/Clery Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

### University Grading Scale

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A+ (97-100%)	A (93-96%)	A- (90-92%)
B+ (87-89%)	B (83-86%)	B- (80-82%)
C+ (77-79%)	C (73-76%)	C- (70-72%)
D+ (67-69%)	D (63-66%)	D- (60-62%)
F (-59%)		

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## Student Learning Outcomes

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The focus of English 306 is recognizing and responding in writing to different rhetorical situations in the professional world. A student in English 306 should expect to create and revise documents that incorporate elements of critical thinking as well as demonstrate intellectual and professional standards of effective communication. A student in English 306 should expect to complete four-to-six projects.

By the end of English 306, students should demonstrate the ability to produce writing that:

- Appropriately responds to specific business writing situations with an understanding of context, purpose, and audience
- Reflects an analysis of workplace problems and proposes clear, precise, and innovative solutions for a specific audience
- Incorporates accurate and relevant evidence that supports well-reasoned solutions to workplace problems with a depth and breadth of significant, well-researched information
- Demonstrates the ability to consider co-workers' perspectives with intellectual fairness, empathy, and humility
- Adheres to professional standards and conventions of business communication genres such as letters, reports and resumes
- Indicates the perseverance to revise writing to achieve clarity, precision, and appropriate tone, considering multiple perspectives and sensitivity to cultural differences
- Incorporates a knowledge of document design, including the implementation of various principles of format, layout, and design of professional visual/verbal documents that meet multiple needs
- Reflects a control of the editing process, including the production of documents which exhibit concise language, appropriate format, proper sentence structure, and standardized grammar.

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