I. **Course Description**

ENG 116  WRITING FOR BUSINESS (3 cr.) -- Develops ability in business writing through extensive practice in composing business correspondence and other documents. Guides students in achieving voice, tone, style, and content appropriate to a specific audience and purpose. Includes instruction in formatting and editing. Introduces students to business discourse through selected readings. Lecture 3 hours per week.

II. **Introduction**

A practical course in writing business related materials with emphasis on comprehension, analysis and organization of ideas in a logical pattern.

III. **Course Objectives**

A. To learn the forms and purposes of the more commonly used letters, memorandums, and other kinds of business writing, including short reports.

B. To distinguish the theory and concepts of the communication process, especially as they apply to business situations and behavior.

C. To increase the ability to inform and convince others through the use of language.

D. To learn to communicate information and ideas in written form by

   1. Developing a clear, concise, convincing, and correct writing style that is adapted to the readers of the message.
   
   2. Learning and applying high standards of physical presentation in preparing business messages.

E. To strengthen the ability to analyze written communication
IV. Course Content

In ENG 116 students may be asked to do the following:

A. Objective tests on all assigned chapters and on the review of punctuation and usage rules for business writing.

B. Daily in-class exercises based on information presented in the texts.

C. Write memorandums using correct format.

D. Write the following types of letters according to guidelines given in the text and in class:
   1. A letter of order, inquiry, or direct request, and a letter of acknowledgment
   2. A good news letter
   3. A "bad news" letter
   4. An unsolicited or solicited sales letter
   5. A collection letter
   6. A letter of application and resume
   7. A follow-up letter
   8. A personnel evaluation

E. Edit letters to make them more effective.

F. Write an analysis of letters according to the principles of effective business writing given in lectures and in the text.

G. Write a formal report (teacher approval).

H. Complete a project (teacher approval).

V. Textbooks

Essentials of Business Communication, 8th edition, by Mary Ellen Guffey, South-Western Cengage Learning, 2010

VI. Evaluation
The final grade will be determined according to the following percentages:

Writing assignments - 55%

Tests - 15% (Chapter tests cannot be made up.)

Daily assignments - 10% (Daily assignments cannot be made up.)

Projects - 10% to 20 (To be assigned and/or approved by the instructor)

The following grading scale will be used:

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F 59 and below

VII. Withdrawal Policy

Student Initiated Withdrawal Policy

A student may drop or withdraw from a class without academic penalty during the first 60 percent of a session. For purposes of enrollment reporting, the following procedures apply:

a. If a student withdraws from a class prior to the termination of the add/drop period for the session, the student will be removed from the class roll and no grade will be awarded.

b. After the add/drop period, but prior to completion of 60 percent of a session, a student who withdraws from a class will be assigned a grade of “W.” A grade of “W” implies that the student was making satisfactory progress in the class at the time of withdrawal, that the withdrawal was officially made before the deadline published in the college calendar, or that the student was administratively transferred to a different program.

c. After that time, if a student withdraws from a class, a grade of “F” or “U” will be assigned. Exceptions to this policy may be made under documented mitigating circumstances if the student was passing the course at the last date of attendance.

A retroactive grade of “W” may be awarded only if the student would have been eligible under the previously stated policy to receive a “W” on the last date of class attendance. The last date of attendance for a distance education course will be the last date that work was submitted.

Late withdrawal appeals will be reviewed and a decision made by the Director of Student Services.

No-Show Policy
A student must either attend face-to-face courses or demonstrate participation in distance learning courses by the last date to drop for a refund. A student who does not meet this deadline will be reported to the Admissions and Records Office and will be withdrawn as a no-show student. No refund will be applicable, and the student will not be allowed to attend/participate in the class or submit assignments. Failure to attend or participate in a course will adversely impact a student’s financial aid award.

**Instructor Initiated Withdrawal**

A student who adds a class or registers after the first day of class is counted absent from all class meetings missed. Each instructor is responsible for keeping a record of student attendance (face-to-face classes) or performance/participation (DE classes) in each class throughout the semester.

When a student’s absences equal twice the number of weekly meetings of a class (equivalent amount of time for summer session), the student may be dropped for unsatisfactory attendance in the class by the instructor.

Since attendance is not a valid measurement for Distance Education (DE) courses, a student may be withdrawn due to non-performance. A student should refer to his/her DE course plan for the instructor’s policy.

In accordance with the No-Show Policy, a student who has not attended class or requested/accessed distance learning materials by the last day to drop the class and receive a refund must be withdrawn by the instructor during the following week. No refund will be applicable.

When an instructor withdraws a student for unsatisfactory attendance (face-to-face class) or non-performance (DE class), the last date of attendance/participation will be documented. Withdrawal must be completed within five days of a student’s meeting the withdrawal criteria. A grade of “W” will be recorded during the first sixty percent (60%) period of a course. A student withdrawn after the sixty percent (60%) period will receive a grade of “F” or “U” except under documented mitigating circumstances when a letter of appeal has been submitted by the student. A copy of this documentation must be placed in the student’s academic file.

The student will be notified of the withdrawal by the Admissions and Records Office. An appeal of reinstatement into the class may be approved only by the instructor.

**VIII. Cheating**

Any student found to be cheating on an assignment will receive a grade of zero for that assignment with no opportunity to make it up. Cheating includes (1) giving or receiving information pertaining tests, and 2) plagiarizing, which is defined as tasking and using as one's own the writings or ideas of another.

**IX. Emergency Exits**

Students should be aware of the emergency exit routes map posted near the classroom door.
X. Disability and Diversity Statements

If you are a student with a documented disability who will require accommodations in this course, please register with the Disability Services Office located in the Counseling Center for assistance in developing a plan to address your academic needs.

The NRCC community values the pluralistic nature of our society. We recognize diversity including, but not limited to, race, ethnicity, religion, culture, social class, age, gender, sexual orientation and physical or mental capability. We respect the variety of ideas, experiences and practices that such diversity entails. It is our commitment to ensure equal opportunity and to sustain a climate of civility for all who work or study at NRCC or who otherwise participate in the life of the college.