Course Description for ENG 302 - Business Writing

This course is designed to improve the workplace writing competence of the College of Business professional and pre-professional students. Advanced interdisciplinary writing course emphasizing workplace and technical communication and editing appropriate to business professions. Practice and study of selected types of discourse employed in professional, academic, and workplace writing situations, preparing students to utilize various styles of writing in their professional lives.

English 302 – Business Writing

Course Goals

The purpose of this course is for students to

• Transition from academic to professional/business writing
• Significantly improve their ability to write effective business/professional communication
• Critically investigate and incorporate a variety of research sources
• Recognize and avoid plagiarism
• Demonstrate mastery of standard grammar and writing mechanics
• Utilize various strategies and organizational techniques in the writing process
• Develop collaborative group communication and writing skills
• Exhibit visual presentation skills

Course Objectives

By the end of this course, all students should be able to

• Analyze and evaluate audience/purpose/situation as they apply to business writing contexts
• Produce clear, concise, effective audience and purpose specific business rhetoric
• Actively plan and participate in a collaborative project
• Incorporate process (research, invention, writing, revision, and editing) into all writing tasks; through multiple drafts create document fluency
• Analyze multiple writings from appropriate business professions
• Adapt tone and style for appropriate rhetorical business purposes
• Conduct primary and secondary research relevant to topic; integrate appropriate sources using APA style
• Incorporate analytical/technical data in the form of charts, graphs, spreadsheets, etc.
• Give and receive constructive criticism among peers
• Use current technology to design accurate and visually appealing PowerPoint slides that will maximize the effectiveness of written and oral reports
• Develop strategies to facilitate communication across ethnic and/or business cultures