ENG 302
BUSINESS WRITING

Curriculum Redesign

Presented at
ASU Composition Conference
February 25, 2017
W. P. Carey School of Business (WPC) requested redesign of ENG 302: Business Writing in April 2016.

April 2016-January 2017, WPC & Writing Programs addressed the following:

- Major Course Units,
- Related Unit Assignments,
- Pre-Requisites & Anti-Requisite, &
- Holistic WPC Written Communication Rubric

Redesigned curriculum effective Fall 2017.
# PROJECT PROCESS

## Before Project Began:

**WPC**

- Determined specific themes, genres, & skills.
- Required consistency in grading via common rubric.
- Aimed to avoid duplication & overlap with business courses.

## During Project:

**Writing Programs**

- Advised against requiring a common syllabus.
- Advocated for resume & team assignment.
- Revised WPC rubric.
- Advocated for Unit of teachers’ choice.
Units = Themes & Document Types (Genres)

- Personal Branding
- Business Correspondence
- Short Proposal
- Instructor’s Choice

Other portions of the course grade include document analyses, writing practice, class discussions, & peer review.
EXCLUDED UNITS

WPC excludes the following as separate Units from ENG 302:

- Resume
- Team Project

REASONS

For Resume:

Revised WPC 101 & WPC 301 with more emphasis on resume & one-on-one time with faculty advisors.

For Team Project:

Most Business classes require team projects.

WPC wants ENG 302 to focus on individual writing assignments.
RESUME
- The Resume can still be included as a portion of the Personal Branding Unit.
- Example: Resume as an element of Professional Social Media Profile.

TEAM PROJECT
- Teamwork can still be a portion of Instructor’s Choice Unit.
- Example: Assignment requires a clear & equal writing responsibility for each student.
Examples for Units based on current ENG 302 assignments

The examples are only examples.

Teachers still choose & design assignments within WPC’s parameters.
Unit Assignment Examples:

• Personal Statement

• Professional Bio

• Professional Social Media Profile (e.g., LinkedIn)
Unit Assignment Examples:

- Request for Adjustment & Denial of Request
- Revision of Ineffective Negative Message
- Letter of Recommendation
- Performance Evaluation
Unit Assignment Examples:

• Address a local organization’s need
• Propose a special event
• Address a concern at ASU
• Propose a new club or student organization
Unit Assignment Examples:

- Informational interview project
- Rhetorical analysis of an organization’s social media presence
- Short, research-based report on a business topic or scenario
- Individual in-class presentation with related written assignment
Faculty still determine specific assignment criteria, which relates to the general rubric.

- Developed by WPC Undergraduate Curriculum Committee.
- Revised by experienced ENG 302 faculty.
- Include on course Blackboards for all Business classes & ENG 302.
- Demonstrate consistency in grading written assignments.
Pre- & Anti-Requisites

Effective Fall 2017

Pre-Requisites:

• WPC “Skills Core” business courses to develop familiarity with business discourse.

Anti-Requisite:

• ENG 301 cannot satisfy the second “L” requirement nor be taken in place of ENG 302.
CLASS SIZE

Factors for Class Size:

Instructors teach 4-5 writing courses per semester.

Grading volume is a significant concern.

Small class size critical for maximizing:

• Instructor’s interaction with individual students, and

• Grading with detailed feedback on each major writing assignment.
• Teachers will shape the way ENG 302 is delivered within the WPC parameters.

• Teachers’ feedback on assignments, resources, & activities is needed to make the redesigned ENG 302 successful.
ENG 302 O-COURSE

• An ASU Online version of ENG 302 (O-course) being developed next Fall 2017/Spring 2018.

• A large number of students in ASU Online Business Degree programs.

• Opportunities for our faculty to teach these 7.5-week sections.

• ASU Online offers an online certification workshop for teaching O-courses, & not just ENG 302.
O-COURSE RECRUITING

• Interested in teaching ENG 302 for ASU Online?

• Let us know!

• For further information contact Heather.Hoyt@asu.edu