

**English 302 – Business Writing
Course Development Guide**

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History of ENG 302: Business Writing

Since Fall 2004 Writing Programs has collaborated with the W. P. Carey School of Business to create a course that will help their students develop the business writing skills necessary for success in their upper-division business courses & future workplaces.

In Fall 2006 ENG 302: Business Writing became a required course for W. P. Carey School of Business (WPC) students. In order to maintain consistency and cohesiveness in the course, it is important that all ENG 302 instructors follow the same principles and guidelines. In addition to using an ENG 302 approved textbook, all instructors are required to use the ENG 302 Course Goals and Objectives, and the main units with corresponding assignments to shape their course curriculum.

Rationale for ENG 302: Business Writing

ENG 302: Business Writing is a service course developed at the request of, and in collaboration with, the W. P. Carey School of Business for their majors. ENG 302 focuses on a variety of writing situations to develop WPC students' understanding and application of foundational business writing skills necessary for success in the workplace. The units & corresponding assignments are tailored to address these business writing skills and rhetorical strategies for engaging them effectively.

***See the Revision of ENG 302 Curriculum below.**

Course Description, Goals, & Objectives

(Updated July 2017)

Use the following course Description, Goals, and Objectives in your Syllabus

Course Description

English 302, Business Writing is an advanced, interdisciplinary writing course designed to improve the workplace writing competence of W.P. Carey School of Business professional and pre-professional students. The course focuses on the practice and study of selected types of discourse employed in professional business situations and helps prepare students for different kinds of writing they will encounter in their professional lives. Much of the course is conducted in a workshop format. Prerequisite(s): W. P. Carey major; ENG 102, 105, or 108 with C or better; minimum 55 hours or junior standing; Credit is allowed for only ENG 301 or ENG 302

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 interpersonal communication skills
- Exhibit visual presentation skills through document design

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
- Incorporate process (research, invention, writing, revision, and editing) into all writing tasks and, 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, etc.

- Provide and apply constructive peer criticism
- Design accurate and visually appealing documents
- Develop strategies to facilitate communication across ethnic and/or business cultures

Revision of ENG 302 Curriculum

In Fall 2016 & Spring 2017, Writing Programs collaborated with the W. P. Carey School of Business to revise the course curriculum for a more consistent and cohesive approach. The following course units and related example assignments are in effect as of Fall 2017.

Note: The assignments below are examples; instructors will still determine how to design specific assignments for each of the four Units.

Unit 1: Personal Branding

Example Assignments:

- Personal Statement
- Professional Bio
- Professional Social Media Profile (e.g., LinkedIn)

Unit 2: Business Correspondence

Assignments will engage a variety of business correspondence genres such as email, memos, & letters.

Example Assignments:

- Request for Adjustment & Denial of Request
- Revision of Ineffective Negative Messages
- Letter of Recommendation
- Performance Evaluation

Unit 3: Short Proposal

Example Assignments:

- Address a Local Organization's Need
- Propose a Special Event
- Address a Concern at ASU & Propose an Improvement
- Propose a New Club or Student Organization

Unit 4: Instructor's Choice

Instructors have more creative freedom with this unit to develop students' business writing skills for a particular scenario, in different genres, &/or utilizing technology.

Example Assignments:

- 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 on a Specific Written Assignment

W. P. Carey School of Business (WPC) Written Communication Rubric

In order to demonstrate consistency in the evaluation of written assignments across all WPC courses, including ENG 302, Writing Programs collaborated with the WPC Undergraduate Curriculum Committee to develop a holistic written communication rubric. (See the rubric document on the Writing Programs webpage for ENG 302.)

ENG 302 instructors will include this rubric on their Blackboards. However, instructors will still determine the specific criteria for each of their writing assignments. Those specific criteria need to reflect the general criteria on the WPC Written Communication Rubric.

Textbooks:

ENG 302 instructors will follow the same textbook policies as other Writing Programs courses. Refer to the textbook list on the Writing Programs website. A textbook is required for ENG 302.