**Pace University**

**LUBIN Graduate School OF Business**

Business Communication Program

**ENG 040-– Business Writing / International Business Students**

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| **Professor:** Steven Bookman  **Class meets:** Fridays 9 AM-12 PM  **Room:** 1 Pace Plaza, Room W609  **CRN:** 71574  **Email:** [sbookman@pace.edu](mailto:sbookman@pace.edu) |

**Required Texts**

* Oliu, W. E., Brusaw, C. T., & Alfred, G. J. (2016). Writing That Works (12th ed.)*.* Boston: Bedford/St. Martin’s. (abbreviated as WTW)

**Course Objectives**

ENG 040 is designed to develop skills in written business communication, including memos, email, letters, reports, proposals, and presentations. Writing assignments will be based on actual business situations and will emphasize American business style and effective business communication. Students will develop practical writing strategies, an awareness of purpose and audience, appropriate diction and tone, format, and organization.

**Requirements**

* **Attendance** is mandatory. One absence is the maximum allowed. Students who are absent more than one time may be required to repeat the class. Students are expected to arrive on time and to remain for the entire class. Three late arrivals (more than 10 minutes late) equal one absence.
* **Assignments** will be announced in each class. Please find a classmate with whom you can exchange phone numbers/email and whom you can call if you miss class. You are responsible for finding out about assignments and doing the work if you are absent from class.
* **Assignments** must be emailed by the beginning of each class. They should be single spaced with 1” margins on white 8.5 x 11” paper using 12 point *Times New Roman* font, unless otherwise specified.

Spell check and proofread carefully.

Contact me at any point if you are unclear about assignments.

* **Plagiarism**. Please review Pace’s policy on plagiarism (see below). Plagiarism is unacceptable and may result in a failing grade. Plagiarism policies in the U.S. may differ greatly from your native country and culture. Please see me if you have any questions.
* **Active participation** in class, group discussions and group presentations is expected.
* **The Writing Center** is a valuable resource for students, especially for ESL students, offering tutorial services, handouts, and reference materials for student use. The staff can assist students in understanding writing assignments and criteria and can help students with any stage of the writing process, from brainstorming topics to revision of rough drafts. Students may be referred to the Writing Center as part of the course, or students may seek assistance with course writing on their own through scheduling appointments or visiting the center on a drop-in basis.

**Grading**

Although this course is graded Pass/Fail, you must adhere to the attendance policy, hand in all assignments in a timely manner, participate in class, and perform satisfactorily on all assignments and exams in order to pass.

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| **Assignment** | **Points** |
| Email | 5 |
| Memo | 10 |
| Audience Profile Sheet | 5 |
| Positive Letter | 10 |
| Negative Letter | 10 |
| Midterm Exam | 20 |
| Informal/Formal Report | 15 |
| Proposal | 15 |
| Resume | 10 |
| Cover Letter | 10 |
| Thank You Letter | 5 |
| Group Project | 15 |
| Final Exam | 20 |
| **Total Points** | **150** |

**Outline of Activities and Assignments. The syllabus may change during the semester.**

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| September 23  Week 1 | * Introduction and paperwork * Writing diagnostic * Presentation Skills   HW – Read Ch. 1, Ch. 8 pgs. 273-299, buy the textbook |
| September 30  Week 2 | * Memos * Emails * Assessing Audience and Purpose   HW – Read Ch. 2, Ch. 8 pgs. 300-307, Ch. 9 pgs. 313-323 (top) |
| October 7  Week 3 | * Business letters * Routine and positive messages * Outlining   HW – Read Ch. 4, Ch. 9 pgs. 323-344 |
| October 14  Week 4 | * Business letters * Negative messages * Revising and coherence   HW – Read Ch. 6 |
| October 21  Week 5 | * Review for midterm exam |
| October 28  Week 6 | MIDTERM EXAM – in-class writing HW – Read Ch. 10, Ch. 11 |
| November 4  Week 7 | * Writing Reports * Informal Reports * Formal Reports   HW – Read Ch. 13  Ch. 6 160-164 – Draft Questionnaires Due November 7 |
| November 11  Week 8 | * Writing proposals   HW – Read Ch. 16 |
| November 18  Week 9 | * Writing proposals   HW – Read Ch. 16 |
| December 2  Week 10 | * Job documents * Resumes * Cover letters * Thank you letters   HW – finalize group research reports and presentations |
| December 9  Week 11 | * Group presentations * Hand in final projects and PPT presentations   HW – Study for final exam |
| December 16  Week 12 | FINAL EXAM – in class writing |

**Statement on Plagiarism**

Pace New York English Department

Plagiarism occurs when you take ideas or words from another source and present them as your own.

The consequences of plagiarizing are severe and may include:

* A failing grade for the assignment
* A zero grade for the assignment
* A failing grade for the course
* Expulsion from the university

Your professor will include a policy in the course syllabus as to how he or she will deal with plagiarists. The English Department will support your professor’s decision on the penalty up to and including recommending to the Dean of the College that you be expelled from the university.

To avoid plagiarism:

**Do:**

* When using a short *direct quotation* from another person’s work, put quotation marks around the borrowed material and include a full citation. When quoting a long passage (more than 3 lines), indent the borrowed material as a block quote and include a full citation.
* When using another person’s *idea*, indicate that the idea belongs to another person and include a full citation.
* When *paraphrasing* from another person’s work, identify the source and include a full citation. Plagiarism can occur when, for example, your paraphrase is too similar to the original source. Hence, when paraphrasing, make your wording distinct from the original. Put quotation marks around any important words that you repeat from the source. Always acknowledge the source.
* Provide a full citation for facts that are not common knowledge.
* Even if you develop your own ideas and use your own words, acknowledge any criticism that you read that helps you write your paper. Include a full citation, even if the source is a study aid booklet or a student paper you read from the internet or from another class. You should be able to produce upon request a copy of all quoted material.

# Do not:

* Do not use the same words or word patterns of an outside source without a full citation.
* Do not have any other person write or rewrite any part of your paper.
* Do not buy a paper from the Internet or an essay mill.
* Do not hand in work that you have written for another class (unless you have both of your professors’ permission).

We encourage you to consult outside sources when research is called for in the assignment, but the content of your work must be your own, and all published sources must be properly acknowledged. We understand that seeking help from fellow students formally or informally may be a part of the writing process. However, if someone else--even a tutor--fixes, edits, punctuates, or rewrites anything for you to the point where the essay is no longer wholly your work; your professor may consider this a form of cheating and will take appropriate action. If you are unsure whether the help you received is allowed, ask your professor before you hand in the final copy. Err on the side of caution; accidental plagiarism is still plagiarism.

For more information on plagiarism and how to avoid it, consult the following websites: www.pace.edu/library/pages/instruct and www.pace.edu/Dyson/writingcenter.