**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 W604  **CRN:** 71454  **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.

**Course Requirements**

**Attendance and participation.** Regular and punctual attendance and participation are required. If you miss a class, you are still responsible for completing all assignments on time. Absences will negatively affect your grade, with more than three absences resulting in a failing grade for the course.

**Readings.** You are responsible for doing all the readings and assignments before class. More readings and/or in-class assignments can be added later in the course.

The syllabus can change at any time due to the class needs. If this happens, advance notice will be given.

**Incompletes.** The grade of Incomplete will be assigned ONLY when the course attendance requirement has been met but, for reasons satisfactory to the instructor, the granting of a final grade has been postponed because certain course assignments are outstanding.  Incomplete assignments and grading must be completed with six weeks or the incomplete grade will be converted to an 'F." Incomplete grades should be avoided at all costs.

##### Pace University Writing Center. If you would like help with your writing, the Pace University Writing Center offers free tutoring assistance.

**Students with Disabilities.** The university will make reasonable accommodations for persons with documented disabilities. Students who would like to request accommodations for a qualifying disability should contact the Coordinator of Disability Services at the University’s Counseling Center in NY at 212-346-1526. Services are available only to students who are registered and submit appropriate documentation.

##### Academic Integrity. As noted in the Pace Student Handbook:

"Students are required to be honest and ethical in satisfying their academic assignments and requirements. Academic integrity requires that, except as may be authorized by the instructor, a student must demonstrate independent intellectual and academic achievements. Therefore, when a student uses or relies upon an idea or material obtained from another source, proper credit or attribution must be given. A failure to give credit or attribution to ideas or material obtained from an outside source is plagiarism. Plagiarism is strictly forbidden. Every student is responsible for giving the proper credit or attribution for any quotation, idea, data, or other material obtained from another source that is presented (whether orally or in writing) in the student’s papers, reports, submissions, examinations, presentations and the like."

<http://www.pace.edu/student-handbook/university-policies-disciplinary-and-grievance-procedures> (Accessed September 6, 2011).

**Assignments**

All assignments are located on my ePortfolio at <https://eportfolio.pace.edu/user/view.php?id=19010> under Learning Modules and/or on the syllabus.

**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. All assignments are due, as stated on the syllabus, which will be given an initial grade. However, you may rewrite your assignments over as many times as you wish up to the last day of classes. If you choose not to rewrite any assignment, the initial grade you receive is the grade that goes in the grade book. Therefore, this is NO extra credit given in this class because you have a lot of time to rewrite most assignments.

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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.**

**September 22**

Introduction and paper work; Writing Diagnostic; Presentation skills

Homework: Read chapter 1; Read chapter 8; Buy textbook

**September 29**

Chapter 8 (memos and emails); Chapter 1 (audience and purpose)

**October 6**

Chapter 8; Chapter 2 (outlining); Chapter 9 (business letters: routine and positive messages)

**October 13**

Chapter 9 (business letters: negative messages); Chapter 4 (proofreading)

**October 20**

Chapter 6 (conducting research); Review for midterm exam

**October 27**

Midterm exam

**November 3**

Chapter 10 (formal reports); Chapter 14 (presentations and meetings)

**November 10**

Chapter 11 (informal reports); Chapter 14 (presentations and meetings)

**November 17**

Chapter 13 (proposals); Chapter 14 (presentations and meetings)

**November 21**

Chapter 15 (resumes and cover letters); Chapter 14 (presentations and meetings)

**December 1**

Chapter 15 (resumes and cover letters); Chapter 14 (presentations and meetings)

**December 8**

Group presentations

**December 15**

Final exam

**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.