Technical and Business Writing -- ENGL 2311 Online

Credit: 3 semester credit hours (3 hours lecture)

Prerequisites:

1. **Must have completed ENGL 1301 with a grade of "C" or better**

2. Complete the Online Orientation and answer "YES" to 7 or more questions on the Online Learner Self-Assessment found at:
   http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOstep2.aspx

Course Description

Intensive study of and practice in writing for professional settings. Focus on the types of documents necessary to make decisions and take action on the job, such as proposals, reports, instructions, policies and procedures, e-mail messages, letters, and descriptions of products and services. Practice in individual and collaborative processes involved in the creation of ethical and efficient documents.

Required Textbook and Materials
1. *Successful Writing at Work,* **by Phillip C. Kolin, 4th Concise Edition.** Cengage.

   a. ISBN number is 13**:** 978-1-285-05256-4.

Technical Requirements for Online Course

1. The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found on the LIT Website under the Blackboard instructions:
   http://www.lit.edu/Utility/BrowserCheck/default.aspx

2. A functional broadband internet connection, such as DSL, Cable, 3G, 4G, WiMAX, WiFi, Satellite, or other broadband access is necessary to maximize the use of the online technology and resources.

Course Objectives
Upon completion of this course, the student will be able to:

1. Recognize, analyze, and accommodate diverse audiences

2. Produce documents appropriate to audience, purpose, and genre

3. Analyze the ethical responsibilities involved in technical communication

4. Locate, evaluate, and incorporate pertinent information

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5. Develop verbal, visual, and multimedia materials as necessary, in individual and/or collaborative projects, as appropriate

6. Edit for appropriate style, including attention to word choice, sentence structure, punctuation, and spelling

7. Design and test documents for easy reading and navigation.

Course Outline

A. Writing – An Essential Job Skill
B. Writing for the Workplace
C. Writing Processes at Work
D. Work-related Correspondence
  1. Memos
  2. Faxes
  3. Emails
E. Business Letters
  1. Business Letter Formats
    a. Full Block Format
    b. Modified Block Format
    c. Continuing Pages
  2. Parts of a Business Letter
    a. Date Line
    b. Inside Address
    c. Salutation
    d. Body of the Letter
    e. Complimentary Close
    f. Signature
    g. Enclosure Line
    h. Copy Notation
  3. Types of Business Letters
    a. Inquiry Letters
    b. Special Request Letters
    c. Sales Letters
    d. Customer Relations Letters
F. Resumes
  1. The Resume
    a. Resume Writing Process
    b. Parts of a Resume
    c. Resume Organization
  2. Letters of Application
G. Workplace Research
  1. Characteristics of Effective Workplace Research
  2. The Research Process
  3. Primary Research
    a. Direct Observation
    b. Tests
    c. Surveys
  4. Secondary Research
    a. Libraries
    b. Periodical Databases
    c. Reference Materials
    d. Internet Searches
H. Summaries
  1. Summary Contents
  2. Preparing a Summary
  3. Abstracts
I. Workplace Visual Aids
  1. Purpose of Visual Aids in the Workplace
  2. Effective Workplace Visual Aids
  3. Two Types of Workplace Visual Aids
    a. Tables
    b. Figures
J. Proposals
  1. Proposal Characteristics
  2. Types of Proposals
    a. Solicited and Requests for Proposals
    b. Unsolicited
    c. Internal and External
  3. Writing a Successful Proposal
  4. Proposals for Research Reports
K. Short Reports
  1. Short Reports Guidelines
  2. Progress Reports
    a. Parts of a Progress Report
L. Long Reports
  1. Parts of a Long Report
    a. Front Matter
    b. Text
    c. Back Matter
M. Making Successful Presentations

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

Course Evaluation

Final grades will be calculated according to the following criteria:

1. Resume/Unit Test I	20%
2. Unit Test II	20%
3. Short Report	20%
4. Long Report	20%
5. Final Exam	20%

Course Requirements

1. Resume
2. Research Project

Course Policies

1. No food, drinks, or use of tobacco products in class
2. Beepers, telephones, headphones, and any other electronic devices must be turned off while in class
3. The students are responsible for initiating and completing the drop process Students who stop coming to class and fail to drop the course will earn an 'F' in the course
4. **All information submitted for a grade must be the student's original work**

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Student Code of Conduct Statement

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at www.lit.edu or obtained in print upon request at the Student Services Office.

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Contact Information -- Varies by Instructor

Course Schedule – Varies by Instructor