Passaic County Community College
Academic Year: 2024-2025

Standard Syllabus

Department Chair: Nina-Louise Alsbrook-Jackson

Course Code: EN 103 **Course Title:** Business Writing

Department: English **Semester Offered:** Spring

Course Description:
This course teaches students how to write effective letters, memos, proposals, and other professional documents. It also emphasizes audience analysis, effective organization and presentation of information, clarity, simplicity, and coherence. Finally, it explores the principles of effective communication and the planning process.

Co/Prerequisites: College Level or with applicable co-requisite.

Credits: 1 **Lecture Hours:** 1 **Lab/Studio Hours:** 0 **Clinical/Fieldwork Hours:** 0

REQUIRED TEXTBOOK/MATERIALS:
The Only Business Writing Book You'll Ever Need
Laura Marie Brown
ISBN 10: 0393635325
ISBN 13: 978-0393635324

- Business Writing Lib Guides – http://pccc.libguides.com/EN103
- PCCC e-mail account and computer access for documents and presentations.
- A folder for class materials. Please bring it to every class.

ADDITIONAL TIME AND SUPPLEMENTAL REQUIREMENTS: Based on a 15-week semester, students are expected to spend a minimum of 2 hours per week outside of class doing homework.

COURSE LEARNING OUTCOMES:
Upon successful completion of this course, students will be able to:
- Compose effective letters, e-mails, memos, proposals, reports, and other forms of business writing.
- Proofread accurately
- Apply audience analysis to their writing, creating 'you' centered communication.

GENERAL EDUCATION OUTCOMES: This is not a general education course

GRADING STANDARD:
80%- Papers (includes letters, memos, reports, e-mail, and other assignment)
20%-Attendance and Participation in class should be consistent with workplace behavior standards (*You must do more than show up, you must actively and intelligently participate in class discussions, etc.)*

Course Content:
(Schedule and suggested topics, readings, and assignments subject to change based on instructor and instructional resource)

Topic 1: The Seven Steps

Topic 2: The Seven Steps (Continued)

Topic 3: Writing for Employment: Resume and Cover Letter

- In-Class Assignment

Topic 4: Writing for Employment: Follow-Up Messages and Resignation Letters

- In-Class Assignment

Topic 5: Electronic Messages (Types and Etiquette for Use)

- In-Class Assignment

Topic 6: Creating Visuals

Topic 7: Presentations

- Assign Presentation

Topic 8: Proposals

- Presentation Due

Topic 9: Additional Letters (Of recommendation, Gratitude, and Accountability)

Topic 10: Writing for Business: Creating Content for Blogs and Social Media

- Mini - Content Assignment 1 assigned (Begin in class. Complete at home)

Topic 11: Writing for Business: Creating Content for Websites

- Mini - Content Assignment 2 assigned (Begin in class. Complete at home)

Topic 12: Writing for Employers: Job Descriptions/Advertisements

Topic 13: Writing for Employers: Performance Reviews and Termination Letters

Topic 14: Closing Lecture

Topic 15: Final (Paper, project, and/or proposal as assigned)

COLLEGE POLICIES:

For Information regarding:

- PCCC's Academic Integrity Code
- Student Conduct Code
- Student Grade Appeal Process

Please refer to the PCCC Student Handbook and PCCC Catalog

Inclement Weather:

In the event of inclement weather and the College is closed, all classes will switch to remote (Zoom) learning. The Zoom link for this course section is has been added here in this document by your instructor. Please also see BlackBoard for further instructions.

PANTHER ALERT:

The College will announce delayed openings, closings, and other emergency situations through the Panther Alert System. Students are encouraged to sign up for Panther Alert Notifications by logging into their student accounts through the PCCC website at www.pccc.edu and following Panther Alert System instructions.

Requesting Reasonable Accommodations at Passaic County Community College: Passaic County Community College Office of Accessibility Services, in accordance with Section 504 of the Rehabilitation Act of 1973, Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008 is committed to providing reasonable accommodations to students with documented disabilities. If you have a disability and believe you need accommodations, please contact the Office of Accessibility Services (OAS) at (973) 684-6395 or email ods@pccc.edu. Students should request accommodations as early as possible, since they may take time to implement.