



## BUSINESS ADMINISTRATION

ETWR 1302- TECHNICAL WRITING

FALL 2016

16 WEEK HYBRID-48 CONTACT HOURS-3 CREDIT HOURS

**INSTRUCTOR:** Stephanie D. McKenzie, MBA, MA, CPC, CRC

**INSTRUCTOR CONTACT INFORMATION:**

**E-mail:** stephanie.mckenzie@hccs.edu

**Phone:** 713.718.2062

**OFFICE LOCATION AND HOURS**

**My office is located at West Loop, Room C256.** I am here to assist you in the completion of this course. The information below will give you an opportunity to discuss any issues that you may have in a private setting. Please feel free to contact me concerning any challenges that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear student concerns and to discuss course topics.

My office hours are: **By appointment only.**

**COURSE DESCRIPTION**

Introduction to the principles, techniques, and skills needed for scientific, technical and business writing. Intensive study of and practice in 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 individual and collaborative processes involved in the creation of ethical and efficient documents.

**COURSE PREREQUISITE**

Frequent Requisites

- MATH 0306 (Basic Math Pre-Algebra)
- GUST 0342 (9th -11th Grade Reading)
- ENGL 0300 or 0347

**Academic Discipline/CTE Program Learning Outcomes**

1. Identify essential management skills necessary for career success.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Construct a business plan.
4. Examine the role of strategic human resource planning in support of organizational mission and objectives.

**Course Student Learning Outcomes (SLO): 4 to 7**

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.
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.

### **Learning Objectives**

- 1.1 Explain what it means to communicate as a professional in a business context.
- 1.2 Describe the common types of routine business writing requests.
- 2.1 Describe the steps you can take to improve the clarity of your writing.
- 3.1 Describe the use of social networks in business communication.
- 4.1 Develop a business presentation.
- 5.1 Develop a business presentation.
- 6.1 Identify the major digital channels used for business messages and describe their uses.
- 7.1 List the topics commonly covered in the introduction, body, and close of informational reports, analytical reports and proposals.  
Describe the tasks involved in writing a resume and cover letter.

### **SCANS**

The following support Foundation skills in basic reading, writing, math, listening and speaking:

- **Explain and apply the various theories, processes, and small business management**
- **Identify essential management skills required of a successful entrepreneur.**
- **Conduct industry profile and marketing research using Internet resources in order to develop a marketing plan for a business**
- **Develop cost and revenue projections that are utilized in constructing projected financial statements**
- **Utilize tax and cash flow methodologies in order to manage an enterprise as an entrepreneur**
- **Construct a business plan**

### **Instructional Methods**

Web-enhanced

**16 WEEK COURSE CALENDAR**  
**ETWR 1302**  
**Weekly Activity Schedule**  
**WEEKLY SCHEDULE OF ASSIGNMENTS**

<b>WEEK</b>	<b>CHAPTERS</b>	<b>ASSIGNMENTS+DUE DATES</b>
1 (Aug 24)	NONE Syllabus Review in Class	<ul style="list-style-type: none"> <li>• Entry Forum</li> </ul>
<b>MODULE ONE: AUGUST 31-SEPTEMBER 16</b>		
WORK TO BE COMPLETED ON EAGLE ONLINE	Chapter One Chapter Two	<ul style="list-style-type: none"> <li>• Practice Content Quiz 1 – Due 9/14</li> <li>• Content Quiz 1– Due 9/16</li> <li>• Assignment 1– Elevator Speech - Due 9/16</li> <li>• Discussion 1 - Due 9/16</li> <li>• Grammar Quiz 1 - Due 9/16</li> </ul>
<b>MODULE TWO: SEPTEMBER 19-OCTOBER 7</b>		
WORK TO BE COMPLETED ON EAGLE ONLINE	Chapter Three Chapter Four Chapter Five	<ul style="list-style-type: none"> <li>• Practice Content Quiz 2 – Due 10/5</li> <li>• Content Quiz 2 – Due 10/07</li> <li>• Assignment 2 – Analysis Paper - Due 10/07</li> <li>• Discussion 2 - Due 10/07</li> <li>• Grammar Quiz 2 - Due 10/07</li> </ul>
<b>MODULE THREE: OCTOBER 10-OCTOBER 28</b>		
WORK TO BE COMPLETED ON EAGLE ONLINE	Chapters Six THROUGH Nine	<ul style="list-style-type: none"> <li>• Practice Content Quiz 3 – Due 10/26</li> <li>• Content Quiz 3 – Due 10/28</li> <li>• Assignment 3 – Persuasive Business Message and email - Due 10/28</li> <li>• Discussion 3 - Due 10/28</li> <li>• Grammar Quiz 3 - Due 10/28</li> </ul>
<b>MODULE FOUR: OCTOBER 31-NOVEMBER 18</b>		
WORK TO BE COMPLETED ON EAGLE ONLINE	Chapter Ten Chapter Eleven Chapter Twelve	<ul style="list-style-type: none"> <li>• Practice Content Quiz 4 – Due 11/16</li> <li>• Content Quiz 4 – Due 11/18</li> <li>• Assignment 4 – Slide Show Presentation - Due 11/18</li> <li>• Discussion 4 - Due 11/18</li> <li>• Grammar Quiz 4 - Due 11/18</li> </ul>
<b>MODULE FIVE: NOVEMBER 21-DECEMBER 2</b>		
WORK TO BE COMPLETED ON EAGLE ONLINE	Chapter Thirteen Chapter Fourteen	<ul style="list-style-type: none"> <li>• Practice Content Quiz 5 – Due 11/30</li> <li>• Content Quiz 5 Due – 12/2</li> <li>• Assignment 5 – Resume, cover letter and LinkedIn account - Due 12/02</li> <li>• Discussion 5 - Due 12/02</li> <li>• Grammar Quiz 5 - Due 12/02</li> </ul>

**Instructional Materials**

Business Communication Essentials, A Skills-Based Approach 7th edition, Courtland L. Bovee and John V. Thill

## **INSTRUCTIONAL METHODS**

I am very excited about having each of you in this course—especially because I LOVE TO WRITE! It is my goal for each of you to learn and to have a phenomenal experience during the semester.

**There is a strong writing and presentation component in all of my classes--especially this one;** however, don't let this deter you or discourage you from being a successful student. In business, it is necessary that you write (and speak) well, this class will give you the opportunity to hone these skills, and to show off the amazing intelligence you possess. Remember, I am here for you and I want nothing more than for you to be successful. You will definitely get out of this course the energy and effort that you put in it—so, let's have fun!

Keep in mind that this course is online, so let's do our best to build positive relationship and get to know each other better. Please note:

- I will do my best to ensure that you have what you need to succeed.
- Do not flame in the forums or in your correspondence, you may not like the feedback you receive from your peers or from me, but consider it constructive criticism.
- The syllabus is your best resource for what is required of you.

I reserve the right to award a ZERO for any typed assignment that contains three (3) or more typographical or grammatical errors, one (1) lowercase "i," uses "u" instead of the word "you," or that fails to include sources as instructed. I do this **not because I want to be strict and rigid, but because I want my students to be impressive...and to not lose a client or potential investor because of a typo.**

## **STUDENT ASSIGNMENTS**

Assignments have been developed that will enhance student learning. To better understand a topic, students will be given assignments on key information that students will need to remember for student success in student reaching student goals.

**Late Assignments:** Students are expected to adhere to the weekly schedule of assignments printed in the course syllabus. Late assignments will not be accepted

**Instructions for submitting assignments:** Assignments may be submitted using Eagle online, by e-mail or in person.

## **Make-Up Test Policy**

Students are expected to adhere to the weekly schedule printed in the course syllabus. No make-up tests will be given.

## **INSTRUCTOR REQUIREMENTS**

As student Instructor, it is my responsibility to:

Provide the grading scale and detailed grading formula explaining how student grades are to be derived

- Facilitate an effective learning environment through class activities, discussions, and lectures
- Description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness and make up
- Provide the course outline and class calendar which will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

To be successful in this class, it is the student's responsibility to:

- Attend class and participate in class activities
- Read and comprehend the textbook
- Complete the required assignments and exams on time:
- Ask for help when there is a question or problem
- Complete the field study with a 70% passing score

## **LAST DAY FOR ADMINISTRATIVE & STUDENT WITHDRAWALS:**

Friday, October 28th at 4:30 p.m. Verify in College Schedule Page.

### **PROGRAM/DISCIPLINE REQUIREMENTS**

Business Administration is determined to prepare students with the knowledge and skills needed to succeed in today's dynamic work environment. Students in Introduction to Technical Writing must be able to budget their time and perform class-related activities as assigned on a weekly basis. Opportunities are provided for students to recognize the important role personal qualities play in the business environment and activities have been enhanced to help students develop the attitudes and interpersonal skills that are in demand by employers.

### **Degree Plan**

Students are encouraged to file a degree plan with a Counselor or the Business Administration Department for the certificate and/or degree plan. Please ask your instructor for Degree Plan information or contact the Business Administration Department for information about filing a degree plan.

### **Virtual Career Center**

The Virtual Career Center assist HCC Students and Alumni with career planning, assessments, job search and soft-skills training. Orientations and registration are available at all Southwest College Campuses. <http://southwest.hccs.edu/students/career-planning/>

### **HCCS GRADING**

The Houston Community College grading system will be used to evaluate students' performance in this course.

<b>Grade</b>	<b>Score</b>	<b>Points Required*</b>
A-Excellent	100-90	1000-900
B-Good	89-80	899-800
C-Fair	79-70	799-700
D-Passing	69-60	699-600
F-Failure	59 and below	599 and below

### **Summary of Grading:**

Assignments (Five/50 points each)	250 pts.
Discussion Topics (Five/20 points each)	100 pts.
Grammar Quizzes (Five/30 points each)	150 pts.
Content Quizzes (Five/100 points each)	500 pts.
<b>Total</b>	<b>1000 pts.</b>

### **Instructional Materials**

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### **HCC Policy Statement:**

Access Student Services Policies on their Web site:

<http://www.hccs.edu/district/students/student-handbook/>

### **EGLS3 -- Evaluation for Greater Learning Student Survey System**

At Houston Community College, professors believe that thoughtful student feedback is necessary to improve teaching and learning. During a designated time near the end of the term, you will be asked to answer a short online survey of research-based questions related to instruction. The anonymous results of the survey will be made available to your professors and department chairs for continual improvement of instruction. Look for the survey as part of the Houston Community College Student System online near the end of the term.

### **Distance Education and/or Continuing Education Policies**

Access DE Policies on their Web site: <http://www.hccs.edu/media/houston-community-college/distance-education/student-services/pdf/HCC-Online-Student-Handbook.pdf>

Access CE Policies on their Web site: <http://www.hccs.edu/continuing-education/>

## **Student Services**

### **INTERNATIONAL STUDENTS**

International Students are restricted to ONLY ONE online/distance education class per semester. Please contact the International Student Office at 713-718-8520 if you have additional questions about your visa status.

### **STUDENTS WITH DISABILITIES**

Any student with a documented disability (e.g. physical, learning, psychiatric, vision, hearing, etc) who needs to arrange reasonable accommodations must contact the appropriate HCC Disability Support Service (DSS) Counselor at the beginning of each semester.

Faculty is authorized to provide only the accommodations requested by the Disability Support Services Office.

Students who are requesting special testing accommodations must first contact the appropriate (most convenient) DSS office for assistance:

Disability Support Services Offices:

System: 713.718.5165

Central: 713.718.6164 also for Deaf and Hard of Hearing Services and Students Outside of the HCC District service areas.

Northwest: 713.718.5422

Northeast: 713.718.8420

Southeast: 713.718.7218

Southwest: 713.718.7909

After student accommodation letters have been approved by the DSS office and submitted to DE Counseling for processing, students will receive an email confirmation informing them of the Instructional Support Specialist assigned to their professor.

### **TITLE IX**

Title IX of the Education Amendments of 1972 requires that institutions have policies and procedures that protect students' rights with regard to sex/gender discrimination. Information regarding these rights is on the HCC website under Students-Anti-discrimination. Students who are pregnant and require accommodations should contact any of the ADA Counselors for assistance. It is important that every student understands and conforms to respectful behavior while at HCC. Sexual misconduct is not condoned and will be addressed promptly.

Log in to [www.edurisksolutions.org](http://www.edurisksolutions.org) Sign in using your HCC student email account, and then go to the button at the top right that says Login and enter your student number.

### **Class Attendance**

As stated in the HCC Catalog, all students are expected to attend classes regularly. Students may not miss more than 12.5% of instruction and lab time (12 hours). Example: For a 3 credit-hour lecture class meeting 1.5 hours per week (48 hours of instruction), you can be dropped after 6 hours of absence or 4 class meetings.

### **Early Alert**

HCC has instituted an Early Alert process by which your professor may alert you and your counselors that you might fail a class because of excessive absences and/or poor academic performance.

### **ONLINE TUTORING**

HCC provides free online tutoring in writing, math, science, and other subjects. How to access AskOnline: Click on the Ask Online button in the upper right corner of the Eagle 2 course listings page. This directs students to the HCC AskOnline Tutoring site: <http://hccs.askonline.net> Use your student ID or HCC e-mail address to create an account. Instructions, including a 5-minute video, are provided to make you familiar with the capabilities of this service.

### **ACADEMIC DISHONESTY**

You are expected to be familiar with the College's Policy on Academic Honesty, found in the catalog and student handbook. Students are responsible for conducting themselves with honor and integrity in fulfilling course requirements. Penalties and/or disciplinary proceedings may be initiated by College System officials against a student accused of scholastic dishonesty. Scholastic dishonesty: includes, but is not limited to, cheating on a test, plagiarism, and collusion.

Cheating on a test includes:

- Copying from another student's test paper;
- Using materials not authorized by the person giving the test;

- Collaborating with another student during a test without authorization;
- Knowingly using, buying, selling, stealing, transporting, or soliciting in whole or part the contents of a test that has not been administered;
- Bribing another person to obtain a test that is to be administered.

Plagiarism means the appropriation of another's work and the unacknowledged incorporation of that work in one's own written work offered for credit.

Collusion means the unauthorized collaboration with another person in preparing written work offered for credit. Possible punishments for academic dishonesty may include a grade of O or F in the particular assignment, failure in the course, and/or recommendation for probation or dismissal from the College System. (See the Student Handbook).

Academic dishonesty can result in a grade of F or O for the particular test or assignment involved, dropped, and/or expelled from HCCS. Please refer to the HCCS Distance Education Student Handbook-(for further information regarding Academic Dishonesty policy, refer to <http://www.hccs.edu/media/houston-community-college/distance-education/student-services/pdf/HCC-Online-Student-Handbook.pdf> .

### **CLASSROOM BEHAVIOR**

As instructor and as a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. Instructor takes this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, students are asked to respect the learning needs of student classmates and assist student instructor achieve this critical goal.

#### **Additional Attendance Policies, if applicable.**

- Two (2) ABSENCES will reduce your class participation grade to zero.
- Three (3) or more ABSENCES will result in a grade of F for the course
- Three (3) occurrences of TARDINESS are considered one absence.
- Leaving early without prior notification is considered an absence.

#### **\*ADDITIONAL CLASSROOM BEHAVIOR POLICIES: CLASSROOM ATTIRE**

- Attire should be non-disruptive to the classroom environment. If attire is deemed disruptive, then the student will be given the opportunity to change, and if changing attire is not an option, the student will be dismissed.
  - Non-revealing—males and females
    - “Sagging” is NOT allowed
    - Mini and micro-mini skirts are not allowed
  - Displaying profane language, lewd, or illegal activities
  - No sexual innuendos in messaging or graphics are permitted.
  - Sleeping attire of any kind is prohibited
    - Pajamas, or pajama pants
    - Sleep caps, SLAPs, or bonnets
    - House shoes or slippers
- Behavior may not include:
  - Profane language- “cussing”
  - Racial slurs of any kind, even between members of the same race
  - Derogatory or inflammatory language or gestures
  - Any behavior considered disruptive by a reasonable person. If behavior is deemed disruptive, then the student will be given the opportunity to correct their actions and apologize as necessary, and if this cannot be done, the student will be dismissed.

**NOTE TO STUDENT:** If you have any questions or concerns about the course and/or course assignments, please come to me so that we can resolve any issues.