

## COMM301: Business and Professional Writing

### College of Graduate and Continuing Studies, Norwich University

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#### Course Description

This course is a study of the role and application of leadership principles to writing in the workplace. The methodology presented is designed to help you see that the writing you do in the work place is not simply a matter of presenting facts and recommendations with an emphasis on clarity and focus; rather, it is the CONTEXT of the task that drives the value of the resulting writing. Leaders in the work place write to change lives and, to do so, must understand – and manage -- the IMPACT of their words. This approach requires an analysis of the situation and an analysis of the data used to create the written communication. Prerequisite: EN101, English Composition. (3 credits)

#### Course Overview

**Business and professional writing** ranges in form from letters and memos to extensive reports and proposals, crafted by individuals and by groups. Driving this written correspondence are problems that arise in the workplace – problems that require analysis and explanation before they can be resolved. This course focuses on **leadership** communication – the sort that changes lives, and it also focuses on the sorts of writing that identifies problems, reader needs, and comprehensive plans that address not only the apparent key issue, but all its ramifications in presenting a solution. Writers of this type of correspondence are managers, those who write for managers, or those who write to managers.

#### Course Outcomes

At the end of this course, students will be able to:

- Identify and use the standard vehicles of writing about problems, from simple memos and letters to the most complex of reports and proposals.
- Analyze and evaluate the interrelationships of the steps required to write solution-oriented correspondence.
- Develop effective and audience-appropriate professional documents.

#### Weekly Outline

Every week has a prescribed checklist of activities required to successfully complete the lesson. Follow this checklist, in the specified order, to complete each lesson.

Week	Topic	Requirements
Week 01	Professionalism & Problem Solving	Discussion Forum
Week 02	Rhetorical and Advanced Research Problem Solving	Discussion Forum & Written Assignment
Week 03	Collaborative Writing and Technology Usage	Discussion Forum & Written Assignment

Week 04	Solving Problems Through Proposals	Discussion Forum & Written Assignment
Week 05	Solving Problems Using Progress and Completion Reports, Trip Reports, Feasibility Studies, and Scientific Reports	Discussion Forum & Written Assignment
Week 06	Solving Problems Through Policy Statements, Manuals, and Procedures	Discussion Forum
Week 07	Solving Problems Through Letters and Memoranda	Discussion Forum & Written Assignment
Week 08	Solving Problems Through Document Design	Discussion Forum & Written Assignment

### Required Textbooks

Textbooks required for this course include:

- Brown, Laura (2019). *The Only Business Writing Book You'll Ever Need* (1st ed.). New York, NY: W.W. Norton & Company. Print ISBN: 978-0-193-63532-4.

\*See the [Required Readings](#) page for additional weekly course readings.

### Course Components

All papers should be presented in a single file named with your last name and paper number (Jones2), and produced in Microsoft Word, Corel WordPerfect, RDF, or OpenOffice (Saved as MS Word). No PDF, Works, or Pages files will be accepted.

All six papers required of you in this course are the type of work expected of upper-level students who have taken the required preliminary writing courses; therefore, I expect each paper to be completed to specification the first time. Consequently, no revisions are permitted, regardless of grade earned. Grammar, spelling, and construction should not be issues here.

The workplace AND community measurement of managerial-level writing effectiveness is NOT the amount of time or effort you put into accomplishing the task; rather, it is the resulting product and its effect on the target audience. I use the same standard in grading your papers.

Please Note: all papers using external citations/references must use the APA system for in-text and References citations. No "Bibliographies," "Sources," "Works Cited" - titled pages will be accepted. Please avoid a multiple-letter grade penalty by using APA. If your researched proposal has no in-text APA-style citations or is missing a References page, that is an automatic "F" because the result is not a paper with usable references.

No cover sheets or title pages are required or desired on any paper except on the researched proposal.

In terms of Academic Honesty in your writing, papers containing statements indicating multiple authors ("WE submit this proposal" or "WE/OUR COMMITTEE/GROUP/TEAM recommends") will receive a zero with no opportunity to re-submit as there is no way to determine how much of the writing was done by the student. Please review the Academic Honesty standards below for details.

### Grades

The following table shows the graded assessment types contained within this course and the assigned weighting to determine the final course grade.

<b>Graded Assessment Types</b>	<b>Points</b>	<b>Weights (%)</b>
Weekly Discussions (weeks 1-8, 35 points each week)	280	28%
<a href="#">Paper 1: Proposal to Develop Paper 6</a>	100	10%
<a href="#">Paper 2: Annotated Bibliography</a>	100	10%
<a href="#">Paper 3: Assessment of a Current Proposal</a>	100	10%
<a href="#">Paper 4: Trip Report</a>	100	10%
<a href="#">Paper 5: Internal Memo</a>	100	10%
<a href="#">Paper 6: Proposal to Solve Problem at Work or in the Community</a>	220	22%
Course Total	1000	100%

Letter grades for the course will be based on the following grading scale:

<b>Letter Grade</b>	<b>Percentage</b>	<b>Grade Point</b>
A	93-100%	4.0
A -	90-92.9%	3.7
B +	87-89.9%	3.3
B	83-86.9%	3.0
B -	80-82.9%	2.7
C +	77-79.9%	2.3
C	75-76.9%	2.0
C -	73-74.9%	1.7
D +	70-72.9%	1.3
D	67-69.9%	1.0
D-	63-66.9%	0.7
F	0-62.9%	0.0

For complete information on the Grading Policy, please refer to the [CGCS Online Catalog](#).

### **[Discussion Groups](#)**

Before submitting your first discussion post, please review the [Grading Guidelines and Rubrics](#) for more information about what is expected in regard to discussion postings and online etiquette.

### **[Late Work](#)**

It is important that writing assignments and discussion posts be completed on time. Extensions of deadlines will be given only for serious extenuating circumstances. In the absence of such extensions, assignments may be downgraded at the rate of one letter grade per week or portion thereof. You must contact your instructor ahead of time to request an extension.

### **[Academic Honesty and the Norwich University Honor Code](#)**

A student must submit work that represents the student's own original analysis and writing. Copying another's work is not appropriate. If the student relies on the research or writing of others, the student must cite those sources. Words or ideas that require citations include, but are not limited to all hardcopy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. While students are encouraged to seek editing feedback, extensive revisions of one's work by another person is considered a lack of academic honesty, as it is representing another student's work as one's own.

For more information see:

[Academic Dishonesty](#)

[Academic Integrity](#)

[Norwich University Honor Code](#)

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### **[Section 504 of the Rehabilitation Act of 1973/ADA](#)**

Please consult [Appendix H: University Policy - Section 504 of the Rehabilitation Act of 1973/Americans with Disabilities Act \(ADA\)](#) for instructions on obtaining an accommodation.

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Disclaimer: Please note the specifics of this Course Syllabus are subject to change. Students are responsible for abiding by any such changes. Your instructor will notify you of any changes.