

GEB 3213 - Writing in Business

Fall 2016

Professor: Fiona Barnes

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Lecture: Carleton 100, M 7th period

Office: 233R Bryan Hall

Office Hours: T, W, R 2:00-3:00pm, and by appointment

In business, where communication needs to be as clear as it is convincing, employees and managers must master the principles of effective, efficient writing. GEB 3213 – Writing in Business is designed to teach you the fundamental written communication skills needed to express ideas effectively and efficiently, preparing you for the demands of the business workplace. This course focuses on three areas central to professional writing in business: knowledge of the types of writing central to business communication, mastery of the techniques for persuasive argumentation, and understanding of the fundamentals of writing clearly, specifically, and concisely.

The workplace-based writing assignments in this course are designed to help you learn how to deploy and adapt professional communication principles within different organizational contexts. The course emphasizes both internal and external communication, as well as how to select style, formats, and approaches appropriate to context and audience. Assignments include e-mails, memos, letters, websites, and other documents, with content focused on building specific skills.

Course Format

GEB 3213 is a three-credit course, and you will attend one lecture and two workshops every week in the following format:

- You will attend one live lecture per week on the fundamentals of business writing and stylistic principles. Lectures are held in Carleton 100 on Mondays during period 7.
- In addition, you will participate in two writing-intensive workshops each week that teach effective writing principles and strategies. During workshops, students analyze assigned readings, complete in-class writing and other exercises, critique sample documents and classmates' writing, and make presentations.

Course Texts and Resources

Business Communication: Polishing Your Professional Presence (3rd ed.). Barbara Shwom and Lisa Gueldenzoph Snyder. New Jersey: Pearson, 2015

Course Assignments

You will analyze real-world scenarios to determine how a written document serves its purpose in the workplace, discover the role of document design in information processing, and learn how to respond efficiently to clients' and colleagues' needs. The assignments, focused on both general and specialist audiences, also provide practice in such essential career skills as problem solving, time management, and oral presentations.

Assignment	Points
Positive/Informative news message	100
Negative news message	100
Persuasive message	100
Self-Assessment x 3	100
Scenario 1 – Volunteer Program	150
Scenario 2 – Company Portfolio	200
Individual Oral Presentation	25
Style Quizzes	100
Weekly lecture quizzes	100
Final lecture/textbook quiz	50
In-class writing and participation	100
<i>Total Points</i>	1125

Details for each assignment are located in our Canvas website, where you will also find all deadlines and grading rubrics.

Grading Scale

Here is the grading scale for the semester's grades:

Percent	Grade
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
Below 60%	E

AACSB Assurance of Learning

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should master.

The following Undergraduate Program goals and objectives are specifically mapped to GEB3213:

Goal 3: Possess effective communication skills.

- **3A. Write business documents clearly, concisely, and analytically.**

Course Objectives

More specifically, by the end of this course, students should know how to

- Structure sentences, paragraphs, and documents for maximum impact
- Better comprehend their professional roles and the communication tools needed in the business world
- Gear their writing towards a number of audiences, both internal and external to the workplace
- Assess how a variety of written communication styles affect the audience's reception of ideas
- Deploy useful strategies for writing essential workplace documents like memos, instructions, and reports
- Write and revise for optimal concision and clarity.

General Education and UF Writing Requirements

GEB 3213 satisfies General Education requirements for both Composition (C) and University of Florida Writing Requirement -Communication (E6). As a result, to fulfill the Composition requirement, GEB 3213 offers instruction in how to write with maximum clarity, organization, and efficiency, as well as how to adapt writing to the demands of a variety of genres, contexts, and audiences.

The University of Florida Writing Requirement ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. The E6 UF Writing Requirement, GEB 3213 also requires students to complete at least 6,000 words of evaluated writing during the semester. In addition, course instructors will evaluate and provide feedback on students' written assignments with respect to grammar, punctuation, clarity, coherence, and organization. Course grades now have two components. To receive writing credit, a student must earn a grade of C or higher and a satisfactory completion of the writing component of the course.

Assignments and Grading

Schedule and Deadlines. You may view the assignment schedule, along with assignment deadlines, on our course schedule and webpage through Canvas. We will learn how to navigate this site as a class within our first few class meetings. You can familiarize yourself with Canvas [here](#). You can scroll down to see a "Student FAQ" on the left, but must have a student login and password to access our Canvas site. You must complete the syllabus quiz and the GEB3213 waiver (on the Start Here page) to access course site pages, assignments, and quizzes.

Quizzes. To ensure you complete reading assignments and attend lectures to understand the core principles that GEB3213 is founded on, you will take a quiz in Canvas in the weekly lecture, which assesses your understanding of the previous week's lecture and textbook readings. You should have completed all of the assigned week's reading **by the first class of each week** and must attend the lecture each week to fully prepare for these quizzes. In addition, in the first week of the semester, you will sign up for Poll Everywhere, a response software that you will use to respond to questions and surveys in lecture.

Assignment Deadlines. **Late papers receive a full letter grade (10-point) deduction per day late.** Any assignment turned in after the beginning of class (hard copy), or after the midnight deadline (online) will be subject to this penalty.

Assignment Submission. Please use the following title style for all Canvas submissions: LastnameFirstinitial.assignmentname; for instance, BarnesF.resume. Also, all submissions should be in .doc or .docx format, unless otherwise specified. If you are using open source software, you should have the option at the end to 'save as' .doc or .docx. Be sure not to submit other file formats, as they affect formatting and may cost you points.

Plagiarism. Any attempt to represent the work, ideas, or writing of someone else as your own is considered plagiarism and will result in failure of the assignment, and potentially of the course. Willful and blatant incidents of plagiarism will be handed over to the Office of the Dean to be punished in accordance with University Policy. We take plagiarism very seriously.

If You Need Help. Make an appointment to meet with your instructor at least 3 days before an assignment is due. Instructors are available every week during normal office hours and can arrange to meet you by appointment at other times if necessary. Talk to your instructor after class or email him or her with any minor questions you may have. ***We are here to help you learn and want you all to succeed!***

Course Procedures

This is a skills-based, interactive writing course. Please do not be alarmed when you find that you spend a great deal of time actually writing, reading the writing of others, and discussing writing. For this reason, we expect each of you to be present, on time, prepared and actively engaged in the events of the class. Though you will read from the text and listen to the occasional lesson, most of the course is geared toward reviewing, expanding upon, and most important, practicing the techniques of effective business writing.

Attendance. Students should attend all lectures and writing workshops because success in this course depends on intensive, continuous, and supervised writing practice. Writing is a skill, which means that the more you practice writing with guidance, the more your skills will improve. Because of the incremental and cumulative effect of GEB 3213, attendance for the entire class period is mandatory.

Lecture Attendance: We will be using Poll Everywhere, audience response software, as well as Canvas for quizzes in lecture. You will register in the first week of classes as a participant in GEB3213, and you will check in with your phone or laptop at each lecture to answer survey questions and to take the weekly quiz.

Workshop Attendance: Each student may miss up to 3 workshop class sessions without incurring any direct grade penalty. Each absence after this will result in the loss of one

half-letter grade from the final grade for the course (e.g., A to A-). ****This policy in no way alters the policy for turning in assignments. Your assignments are due whether you are there or not.** Any student who is absent for 6 or more workshop classes will automatically fail the course.**

Tardies: Being tardy to class not only disadvantages you, but the disruption also adversely affects the entire class. Consequently, every 3 tardies equal 1 absence. If you come in late, come in as quietly as possible, and either sit close to the door or make your way to your regular seat quickly and quietly. You are welcome to explain the reason for your tardiness to the instructor after class or via email.

Comportment. This term refers to the way you handle classroom relationships; both in person and via other forms of communication, such as email, Facebook, or Canvas submission. You should treat our classroom as you would your office, and your assignments as work projects. Students should treat each other with respect and courtesy at all times. This area is primarily evaluated through participation points. Positive comportment includes asking productive questions, getting involved in classroom activities, being on time and informing the instructor of any problems or conflicts you might be having, and being courteous and respectful. Negative comportment would include such things as the opposite of any of the above, including making negative or disrespectful comments to me or your colleagues, being inconsiderate by arriving late to class or not bringing in required assignments or the textbook.

Academic Honesty

As a University of Florida student, you are bound to the UF Honor Code, available in its full form at <http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>. The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing any assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at <http://www.dso.ufl.edu/sccr/procedures/honorviolations.php>. Plagiarism is the presentation of the words or ideas of another as one's own. You would commit plagiarism by using, without crediting the source:

1. Any part of another person's essay, speech, or ideas (even if paraphrased or expressed in your own words);
2. Any part of an article in a magazine, journal, newspaper, or any part of a book, encyclopedia, CD, online internet page, etc.

Students with Physical Disabilities

The University of Florida complies with the Americans with Disabilities Act. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Course Evaluations

You can provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu> . Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. Summary results of these assessments are available to you at <https://evaluations.ufl.edu/results/> .