

GEB 3213 - Writing in Business

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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 ensure that you learn professional communication principles within different organizational contexts by working on assignments, cases, and projects drawn from everyday business situations. 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, and other individual documents, as well as an individually-written company research report.

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 may 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 (2nd ed.), Barbara Shwom and Lisa Gueldenzoph Snyder. New Jersey: Pearson Education, 2014.

The Reader's Brain: How Neuroscience Can Make You a Better Writer, Cambridge University Press, 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 provides practice in such essential career skills as problem solving, time management, and oral presentations.

Students will complete multiple drafts of the following writing assignments:

- ◆ Good and bad news messages
- ◆ Resume
- ◆ Cover letter
- ◆ Persuasive message
- ◆ Individual company report
- ◆ Power Point presentation
- ◆ Self-assessments

See the course schedule for the assignment deadlines.

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 collaboratively with teammates to produce a coherent and professional report
- 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. To satisfy 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 receive 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 daily 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. The web address is <http://lss.at.ufl.edu>. You must have a student login and password to access this site.

Quizzes. To ensure students complete reading assignments, you will complete two online quizzes, one at mid-term and one at the end of term, based on the textbook readings and lecture content. You should complete all of the assigned week's reading **by the first class of the week** and must attend the lecture each week to be fully prepared for discussion and the quizzes.

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

GEB 3213 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. Note that the main lecture in Carleton 100 requires students to use the free Poll Everywhere app, which records not only your responses to instant polls conducted during lecture but also your attendance at lecture.

Absence Policy: However, since we all live in the real world, the following blanket policy will apply: Each student may miss up to 3 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-). **Any student who is absent for 6 or more classes will automatically fail the course.** (**This policy in no way alters the policy for turning in assignments. Your assignments are due whether you are there or not.)

Tardies: Being tardy to class not only disadvantages you, but it also adversely affects the entire class because of the disruption. Consequently, we deduct 10 points for three tardies, and 20 points for five tardies. Further, 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.

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 of the class is primarily evaluated through participation points. Positive comportment includes asking productive questions (often those you think might be “stupid”), 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 your instructor or your colleagues.

Communication: As GEB 3213 is a communication course, any messages you send, whether electronically or in person, should follow our guidelines for professional communication. Please avail yourself of the opportunity to attend Professor Douglas’ office hours, or those of your workshop instructor, and feel free to email them both. Check with your instructor as to which communication channel is preferred, but you should send email using the email address your instructor designates, not through Canvas. Be aware that comments that you make anywhere in Canvas may not be readily visible to your instructor. To be most successful, make a note of when instructor office hours are.

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: LastnameF_assignmentname; for instance, FettB_resume. Also, all submissions should be in .doc

or .docx format. 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 Dean of Students Office in accordance with University Policy.

Academic Honesty

As a University of Florida student, you are bound to adhere 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.