



National Taiwan University of Science and Technology

2019 Summer Program

ENG 202 Business Writing

Course Outline

Term: July 01-August 02,2019

Class Hours: 14:00-15:50 (Monday through Friday)

Course Code: ENG 202

Instructor: Raymond Watkins

Home Institution: The Pennsylvania State University

Office Hours: TBA

Email: rjw185@psu.edu

Credit: 4

Class Hours: According to the regulations of Minister of Education, R.O.C, 18 class hours could be counted as 1 academic credit in all universities in Taiwan. This course will have 72 class hours, including 40 lecture hours, 10 lecturer office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

Course Description:

English 202 introduces students to the conventions, genres, and strategies of business communication. In particular, it focuses on skills in critical analysis, document design, reader-centered writing, and professional discourse.

Learning Outcomes:

Upon completion of this course, you should be able to

- recognize and employ the conventions and genres of business communication;



- use visual and written rhetoric to accommodate different audiences and purposes; and produce accessible, persuasive, and usable documents.

Course Objectives:

Students can expect to:

- discover and understand the discourse features that distinguish their disciplinary and institutional communities from others;
- develop a range of writing processes appropriate to various writing tasks;
- reveal the organization of their communications by using forecasting and transitional statements, headings, and effective page design;
- observe appropriate generic conventions and formats for letters, resumes, memoranda, and a variety of informal and formal reports;
- design and use tables, graphs, and business illustrations; and
- collaborate effectively with peers in a community of writers who provide feedback on each other's work.

Required Textbooks:

Business Communication Essentials, by Courtland L. Bovee and John V. Thill. 8th edition. Upper Saddle River, N.J.: Pearson Education, 2019.

Grading & Evaluation

Projects	Weighting
Topic-Approval Proposal	10%
Business Correspondence	15%
Job Application Documents	20%
Progress Report	20%
Formal Analytical Report	25%
Participation	10%
Total	100%



Major Projects

This course will hold you to the professional standards of business communication. Each of your formal writing projects is expected to look professional and polished. At work, even a single error in spelling, grammar, or proofreading can jeopardize the effectiveness of some communications (depending on the rhetorical situation). Whether it is a resume, memo, or report, your communication should exhibit complete and appropriate format. Grading will reflect the seriousness with which these matters are frequently viewed in the working world. You must hand in all major projects to pass the course.

There are five major projects:

The Topic-Approval Proposal

For this assignment you are to write a formal request letter seeking my approval for your chosen topic and permission to proceed with the research necessary to complete the final assignment--your formal analytical report. The topic-approval proposal is the first document in a sequence leading up to the final assignment. This sequence includes the topic-approval proposal, the progress report, and the formal analytical report.

Business Correspondence

For this project you will demonstrate your ability to apply a variety of writing strategies to specific situations by writing responses to the situations provided. You will also include a cover memo with these documents that outlines the challenges you faced and strategies you used in completing the project.

Job Application Documents

For this assignment you will perform a rhetorical analysis of a company and job advertisement, then compose and design a resume and application letter that are fully targeted to that specific position. You will also submit a cover memo that describes how you have targeted your resume and application letter, a copy of the job ad and a copy of your “generic” resume.

The Progress Report

You apprise your instructor of the progress that you are making on your final project and ask for



any help you might need.

The Formal Analytical Report

Complete the formal analytical report that you described in your topic-approval proposal letter.

The report must do the following:

- define a problem;
- analyze the criteria for a satisfactory solution;
- propose one or more alternative solutions; and
- argue for the solution that satisfies the criteria best.

Grading Scale

A	94-100	C	74-76
A-	90-93	C-	70-73
B+	87-89	D+	67-69
B	84-86	D	64-66
B-	80-83	D-	60-63
C+	77-79	F	0-59

Course Schedule

Week 1

M Course Introductions

The Rhetorical Situation

T Introducing Projects 1, 4, and 5

Read Chapter 1

W Writing Proposals with Clarity and Conciseness

Read Chapter 3, 4

Th Draft of Project 1: Topic Approval Proposal



F Review
Project 1 Due

Week 2

M Project 2: Business Correspondence

T Writing Routine and Positive Messages
Read Chapter 7

W Writing Negative and Persuasive Messages
Read Chapter 8, Chapter 9

Th Rough draft of Business Correspondence Assignment

F Review
Project 2 Due

Week 3

M Writing Project 3: Job Application Documents
Read Chapter 13

T Resumes: Bring Job Ads to Class

W Cover Letters and Cover Memos
Read Chapter 14

Th Rough Draft of Project #3: Job Application Packet\
Read Chapter 10

F Review
Project 3 Due



Week 4

M Project 4: Oral Progress Reports

Writing Due: Tentative Outline of Formal Analytical Report and Presentation Visuals

T Oral Progress Reports

Writing Due: Tentative Outline of Formal Analytical Report and Presentation Visuals

W Oral Progress Reports

Writing Due: Tentative Outline of Formal Analytical Report and Presentation Visuals

Th Project 5: Writing and Completing Reports and Proposals

Organization, Emphasis, Tone

Read Chapter 11

F Review

Week 5

M Writing and Completing Reports and Proposals: Parts, Cohesion, Mechanics Graphics and Report Design

T Peer Review of Introduction, Body and Conclusion (without visuals)

W Peer Review of Letter of Transmittal and Executive Summary

Th Peer Review of Cover, Title, Table of Contents, Bibliography, Appendix

F Final Formal Analytical Report Due