CABT 157 Business Writing Spring 2010

Welcome!

Our CABT 157 will focus on techniques for writing, organizing, and editing effective business and technical documents. We will discuss rhetorical strategies such as audience awareness, active language, positive messages, activity motivation, and adverb emphasis.

What you need everyday
Your text books, all class handouts, your completed homework, note book and pens, a positive attitude

Learning Outcomes
1. Compose correct and effective oral and written communications for specifically defined business audiences and situations.
2. Participate effectively within a group to solve a given business communication problem or opportunity.

success in achieving these outcomes evaluated through participation, in class activities, quizzes, and out of class assignments

CABT 157 Business Writing supports students in meeting the Core Cabrillo Competencies:

1. Communication—reading, writing, listening, speaking and/or conversing
2. Critical Thinking and Information Competency—analysis, computation, research, problem solving
3. Global Awareness—an appreciation of scientific process, global systems and civics, and artistic variety
4. Personal Responsibility and Professional Development—self-management and self-awareness, social and physical wellness, workplace skills

http://pro.cabrillo.edu/slos/4cores_tmp.htm

NO Late Work (please see Core Cabrillo Competency 4)
Unless we have made an agreement PRIOR to the due date or a SERIOUS EMERGENCY occurs, I will not accept late work. Hand in assignments at the very beginning of class. I do NOT accept work via e-mail. Contact me via e-mail immediately in the event of a special circumstance or a serious emergency.

Make sure your printer works and that you have an extra ink cartridge. Better yet, print out your paper the night before the due date! Save your work often, and e-mail your paper to yourself so you can print it out in the library or at a friend’s if needed. Do not e-mail your work to me unless I specifically tell you to do so.
Resources

- Your Instructor!!! If at any time you have questions or concerns, please contact me via e-mail, lygraecy@cabrillo.edu, visit me during office hours, or catch me before class.
- Your handouts: Read them.
- Your text books: Survey the entire contents.
- Your classmates: This contact information is for CABT 157 matters only!

Name____________________   Phone Number/ Email______________________________

Name_____________________   Phone Number/ Email______________________________

- A good DICTIONARY
- Diana Hacker’s Writer’s Reference (I recommend you get one of these to keep at work.)
- The internet: BEWARE.

“Students needing accommodations should contact the instructor ASAP. As required by the Americans with Disabilities Act (ADA), accommodations are provided to ensure equal opportunity for students with verified disabilities. If you need assistance with an accommodation, please contact Disabled Student Services, Room 810, 479-6379, or Learning Skills Program, Room 1073, 479-6220.”

I feel excited that you have signed up for this Spring CABT 157, Business Writing. I hope that you find it an exciting and rewarding area of study that increases both your skills and your confidence. I have a B.A. in Literature form U.C. Santa Cruz, an M.A. in English, a Single Subject Teaching Credential in English, and a Master’s Technical Writing Certificate from Cal Poly San Luis Obispo. I ran my own Technical Writing business for more than 10 years during which times I wrote collateral materials, grants, and manuals; edited proposals, books, and reports; and designed style guides and media protocol. While I primarily teach in the English Department here at Cabrillo, I feel excited and honored to join you for Business Writing.

If you have any concerns about your progress or just want to share your enthusiasm for the adventure, please do not hesitate to e-mail me, or we can find a time to talk during class. Please let me know if you have any special needs or want to request special assistance. I want to help. Office 428A  M/W  11-12, T/R 10-11 and W 5-6 Room 507

I have read and understand the CABT 157 late work policy

name __________________________ date __________________________
Objectives

1. Understand why communication skills are invaluable to employers/employees.

2. Understand and analyze the communication process and responsibilities of sender and receiver for communicating effectively.

3. Apply writing principles effectively to all projects.

4. Anticipate and analyze reader reaction to written documents and apply appropriate writing strategies.

5. Demonstrate control of all major conventions of standard English grammar, use, and punctuation.

6. Emphasize or reemphasize ideas using placement techniques within sentences and active/passive voice.

7. Compose business and technical documents logically in varied formats.

8. Choose appropriate business and technical vocabulary to compose a variety of clear, concise, accurate documents.

9. Organize business and technical documents logically in varied formats.

10. Apply direct and indirect writing strategies to deliver positive, negative, and persuasive messages.

11. Unify documents using a variety of transition techniques.

12. Create appropriate relationships between ideas using coordination and subordination.

13. Use voice, tone, and diction to develop documents appropriately for a variety of audiences.

14. Critically assess and evaluate writing to achieve well-organized accurate documents and understand the strengths and limitations of electronic text editors.

15. Collaborate with others to edit and complete projects.

16. Understand and appreciate diversity issues when writing for a multicultural audience.

Grades Evaluating The First Third of Spring Semester

Participation 40%
Assignments 60%

E-mail all assignments to yourself
FEBRUARY

W 10  Welcome! Small group/ class discuss case study. **Audience and Purpose**

Hmwrk: Choose a product and write a complaint letter 1 (A1). Consider Audience and Purpose


Hmwrk: Focusing on **Audience, Purpose, and word economy,** revise letter 1 (A2) and write letter 2 (A3): Select a problem at your place of employment (past or present) or at Cabrillo. Suggest a solution.

W 23  *Homework always due at the beginning of class.* Tool Box Quiz. **Bottom Line** BW 25-39 and exercises. Choose 1 subject. Find 2 articles on the subject in different types of publications. For each, identify the target **audience** and find evidence to support this. Create **statements of purpose** for each article as if you were the author. Evaluate how well the writer met the audiences’ needs. E-mail and edit for **word economy**.

Hmwrk: Focusing on **Bottom Line,** write report (A4). Your boss wants you to choose an educational vacation package costing no more than $6,000 as a reward for the Employee of the Year. Research using the internet and compare and contrast possibilities. Write a letter outlining your recommendations.

MARCH


Hmwrk: Revise report and letters 1 and 2. (A5). Eliminate ALL passive voice and reduce sentence clutter.


Hmwrk: write **instructions** (A6) for something you can do. Bring materials.

W 17  Individuals attempt instructions. Teams evaluate classroom assembly.
Participation 40%
I expect you to participate in group discussions, workshops, activities, and in maintaining a safe and respectful environment for everyone. In support of this, please

- Arrive on time and prepared, both physically and mentally, to learn.
- I look forward to seeing each and everyone of you at each and every class meeting. **If you miss a class, you cannot make up the in class work.** If you do miss a class, please contact me.
- **Do not distract the class by packing up early.** I will dismiss you in plenty of time to meet your next obligation.
- Please allow one person to speak at a time, including me. Speakers offer you valuable information, and you can show your appreciation and respect by remaining quiet until your turn. If you miss something I say, kindly ask me, not another student, to repeat it for you.
- Please TURN OFF all cell phones. **Absolutely No Texting.**
- E-mails to teachers, employers, customers, and or comrades have a clear and direct subject heading. They begin Dear (fill in official title), then clearly identify the sender, state the matter of business, and then thank the recipient for his/her time. After you receive a response, send a brief thank you. Sound old fashioned? Guess What? Despite the advanced technology, those you e-mail may seem old fashioned. Most everyone most always appreciates politeness.

Assignments 60%
Each assignment is due at the beginning of class both as a hard copy and as an e-mail to yourself.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Focus</th>
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<tbody>
<tr>
<td>1. Complaint Letter</td>
<td>Audience and Purpose</td>
</tr>
<tr>
<td>2. Complaint Letter Revision</td>
<td>Audience, Purpose, and Word Economy</td>
</tr>
<tr>
<td>3. Problem/ Solution Letter</td>
<td>Audience, Purpose, and Word Economy</td>
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<tr>
<td>5. Revise A 1, 2, 4</td>
<td>Active Voice</td>
</tr>
<tr>
<td>6. Instructions</td>
<td>Activity Motivated, Audience, Economy</td>
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