Disclaimer Reserving Right to Change Syllabus
The instructor reserves the right to amend this syllabus as necessary.

Course Description
The technical style of writing is introduced in this course. Emphasis is on the writing of reports, proposals, business letters, email, memos, job application letters and resumes. This course will also introduce students to persuasive business communication using The Toulmin Model of Argumentation as its methodology. To help students to develop an awareness of audience, the assignments will focus on problem-solving and process improvement. You will learn to compose effective business communication that not only puts forth ideas in various forms but is persuasive by nature. A related goal is the development of critical thinking skills.

Course Objective
The scope of this course is designed to build two skills: (1) creating effective business documents electronically and in a paper-based environment (2) the ability to incorporate the principles of argument in business communication. You will concentrate more on the art of persuasion and its important role in business communication. You will also concentrate on form and clarity as you learn to compose various business documents.

The Coordinating Board Academic Approval Number is 2311015112. Prerequisite: English 1301 and English 1302 and have met Texas Success Initiative (TSI) standards in reading and writing.

Withdrawal Policy
If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar's Office by July 30. Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped.

STOP BEFORE YOU DROP
For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions.
Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas
REQUIRED TEXTBOOK:
The Guide to Persuasive Business Writing: A New Model that Gets Results
Author: Royce Murcherson, Ph.D.
ISBN: 978-1-5249-5416-1
Publisher: Kendall-Hunt Publishing Company

How Your Grade Will Be Determined – YOU HAVE AN AUTOMATIC GRADING CURVE BUILT INTO THE GRADING SCALE. THE RANGES FOR A, B, C, D, AND F HAVE BEEN ALTERED TO YOUR FAVOR. PLEASE TAKE NOTE.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Toulmin Exercise</td>
<td>@ 60 points</td>
</tr>
<tr>
<td>(1) Tone Exercise</td>
<td>@ 15 points</td>
</tr>
<tr>
<td>(3) Reading Quizzes</td>
<td>@ 100 points each</td>
</tr>
<tr>
<td>(1) Email</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) Memo</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) Claim letter</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) Progress Report</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) RTA Letter</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) GIA Letter</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) Resume</td>
<td>@ 100 points</td>
</tr>
<tr>
<td>(1) Proposal-Final</td>
<td>@ 100 points</td>
</tr>
</tbody>
</table>

1175 total possible points

You can check on your grades at any time by clicking on My Grades on the Course Menu. Your final grade will be calculated as a percentage based upon your total points earned divided by 1175 (the total points possible):

- 88% - 100% = A
- 78% - 87% = B
- 68% - 77% = C
- 58% - 67% = D
- 57% and below = F

Please note that you must do your own work. Plagiarism -- representing another person’s writing as your own -- is a serious offense subject to disciplinary action. If a student submits writing that has been plagiarized, he/she will receive an "F" on the assignment. NO EXCEPTIONS.

CHECK YOUR GRADES

- It is your responsibility to complete and successfully submit your graded assignments on time. (see late assignment penalties)
- It is your responsibility to verify graded assignments are recorded correctly in gradebook. Contact the instructor IMMEDIATELY if corrections should be made.

Rewrites on Written Assignments: Do not throw away any writing for this course. The option to rewrite assignments is available with the exception of the final exam project and exercises where you receive in answer key [general and bonus]. You may rewrite an assignment only twice, and only within 2 days of receiving the graded version from the instructor. During summer sessions, rewrites must be submitted within 1 day of receiving a graded version. No rewrites will be accepted after this deadline. The highest grade will be awarded.

COURSE OUTLINE
Unit 1 – Argument in Business Communication
- Assigned Readings
- Toulmin Model and Exercise
- Tone Lecture and Exercise
- Reading Quizzes
- Email Assignment
- Memo Assignment
- Claim Letter Assignment

Unit 2 – Employment Correspondence
- Assigned Readings
- Solicited Job Application Letter
- Unsolicited Job Application Letter
- Resume

Unit 3 - Business Proposals and Reports
- Assigned Readings
- Progress Report Assignment
- Proposal [final]

Assignment Due Dates: This is an instructor-paced course. Assignments are due on the due dates by midnight. Failure to do so will result in points deducted from the assignment (see late assignment penalties) or non-acceptance. If you are going to be absent on a day when an assignment is due, or you fail to turn in your paper on the due date. Not knowing about the assignment is not a valid excuse for late assignments.

Late Assignment Penalties: It is your responsibility to turn your work in on time. An absence does not entitle you to turn in work late. Failure to turn in projects and written assignments on the assigned date will result in a 5-point deduction from the final grade per day. Failure to turn in exercises on the assigned day will result in a 2-point deduction from the final grade per day. Because late penalty deductions significantly affect grades, any assignment that is past due 2 days or more during the fall and spring semesters will not be accepted. During the summer sessions, assignments more than 1 day past due will not be accepted. Final Exams will not be accepted late.

Keep Returned Assignments: It is your responsibility to keep all graded/returned assignments. It is also your responsibility to ensure you are completing all required class work should you need to verify your final course grade.

Virtual Classroom Etiquette
As a college student, you are considered an adult. You will be expected to behave in a respectable manner toward your instructor and fellow students. Explicit language, sarcastic, violent and/or agitated behavior toward the instructor and/or other students will not be accepted. Should you break this rule, you will be counseled by the appropriate personnel.

Financial Aid
Students who are receiving any form of financial aid should check with Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

Institution Policies:
For Institution Policies, please refer to: www.richlandcollege.edu/syllabipolicies

Academic Progress: Students are encouraged to discuss academic goals and degree completion with their instructors. Specific advising is available throughout the semester. Check step 6 – Advisement and Registration at www.richlandcollege.edu/admissions/process.php for more details
Richland College Quality Enhancement Plan
Richland College is piloting its Quality Enhancement Plan (QEP) in select classes. The QEP provides techniques, practices, and tools to help students develop the habits, traits or behaviors needed to be effective and successful lifelong learners in college and in life. For more information, please log onto http://www.richlandcollege.edu/qep2013/.

Americans with Disabilities Act Compliance
If you are a student with a disability and/or special needs who requires ADA accommodations, please contact the Richland College Disability Services Office.

Academic Dishonesty: Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. Any student ‘suspected of’ plagiarism will be asked to produce all relevant notes and drafts of the paper in question to prove otherwise. Any student whose paper is proven to be plagiarized will receive a failing grade. Any student caught cheating on a test or response quiz will be given a grade of ‘zero’. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog. http://www1.dcccd.edu/cat0506/ss/code.cfm

Repeating this Course Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in additional tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any of the Dallas County Community Colleges since the fall 2002 Semester.

Obtaining Final Course Grades using eConnect:
Final Grade Reports are no longer mailed. Convenient access is available online at www.econnect.dcccd.edu or by telephone at 972-613-1818. Use your identification number when you log onto eConnect, an online system developed by the DCCCD to provide you with timely information regarding your college record. Your grades will also be printed on your Student Advising Report, which is available in the Admissions and Student Records Office, T1170.