MGT 590 Effective Business Writing

Summer 2017 Syllabus

Course Description	Tailored to meet the individual writing needs of management professionals, this course reviews and practices standard conventions in grammar and punctuation, and innovative stylistics using a highly interactive format. The course addresses both electronic (email) and traditional (letter, summary, report) managerial writing tasks with the goal of clearer, more concise business communication.
Credit Hours	1 credit
Faculty Information	*Brenda Buratti* buratti@ohsu.edu Office Hours are by arrangement.
General Course Meeting Information	This course meets online Monday, June 26 – Friday, August 4, 2017. There are no in-person meetings for this course.
Required Texts	**Texts** The required text is Guide to Managerial Communication (10th Ed.), by Mary Munter and Lynn Hamilton. ISBN-13: 978-0132971331. It is available through Amazon.com and other online retailers. Please purchase the 10th Edition; MSRP $41.88. Pricing for textbooks may vary by retailer. Additional information about pricing, electronic options (e.g., Kindle), rentals, and used copies is available through your favorite online vendor. The remaining texts will be made available through Sakai. - Fletcher Electronics case study - Fletcher email guidelines - Cover letter guidelines - Writing plan presentation guidelines - Additional articles
Course Objectives	In this course, we focus on a crucial management skill: the ability to inform and persuade through writing. We will learn through reading, internalizing fundamental concepts, discussing writing challenges, and—most importantly— practicing our writing skills. Through active participation in this course, you will improve your ability to: - Understand and apply the key strategies of communication in a business environment - Display consistency and accuracy in punctuation and grammar

- Synthesize and organize material into a logical and clear executive memo
- Communicate effectively via email and other contemporary communication platforms
- Understand the concept of personal brand and integrate it into a resume and cover letter
- Create a concise PowerPoint presentation

Alignment with Program Learning Goals and Objectives

This course is a foundation course in the MS curriculum and focuses on the following:

LG4: Communication, Audience Engagement
- **LO1**: Demonstrate a thorough consideration and understanding of context, purpose and audience in the communication.
- **LO2**: Present a central message that is clear, concise and convincing.
- **LO3**: Skillfully present complex information that is readily understood by a broad range of stakeholders.

Attendance Requirements

Our time together is short, so our online class sessions will be focused and fast-paced. Here is what you can expect in a typical week:
- Master the assigned reading.
- Internalize key concepts and ideas from the reading.
- Complete assignments.
- Improve and polish writing through peer review process.
- Actively participate in class discussions.

You will have many opportunities to contribute to our class discussions. I look forward to each of you enriching our class with comments, observations and questions.

You are required to participate each week in our discussions. These discussions will focus on questions raised by the readings, the case studies and real world situations. I will post questions each week to get our discussions started.

Here are the keys to successful class participation:
- Keep up with the assigned readings.
- Respond to the weekly questions posted by the instructor.
- Read all posts, and respond thoughtfully at least twice per week to the comments of your fellow students.
- Make your first discussion forum post by 11:55 PM, Wednesday. Please do not wait until the last minute to jump into the discussions!

Your class participation grade will be determined as follows:
- Quality of comments: 40%
- Quantity & timeliness of comments: 20%
- Reading and responding to posts of others: 20%
- Munter tools, vocabulary, and concepts used in posts: 20%

Grading Policy

This course is a graded as pass/no pass. In order to achieve a passing grade, students must:
- Submit each of the requirements as outlined below, and
- Earn a minimum of 80 points (80%)

Points will be based on scores from Forum posts and participation, two problem analyses, and participation in the in-person class meetings. The point breakdown is as follows:

25 points	*Class Participation*
25 points	*Fletcher Electronics Memo*
25 points	*Cover Letter*
25 points	*Professional Development Plan*
100 points	*Total points possible*

Forum Grading Rubric

Forums are conversational in nature and less formal. They should still be approached as a business communication, reflecting the increasingly collaborative tools used in the workplace. A strong forum post and response will help you strengthen your business writing by crafting a concise, yet thoughtful communication. How many times have you read an email and thought to yourself, "What is this person's point?"

This course is not about having the "right" answer. It's about practicing writing and building on the concepts in the class through practical application. Don't worry if your thoughts are similar to what someone else has written. Respond and build on the observation. The reverse is true, too. Someone may have a different opinion or experience that provides an interesting opportunity for discussion. Therefore, forum posts and responses will be based on the following:

	Original Post	Responses
5 Outstanding	Answered questions fully and demonstrated excellent understanding of material. Post is well organized and flows well. No spelling, grammar, or punctuation errors.	Insightful and thorough responses. No spelling, grammar, or punctuation errors.
4 Good	Answered questions and showed good understanding of material. May contain a few minor punctuation errors.	Thorough responses that add to conversation. May contain a few minor punctuation errors.
3 Adequate	Grasps some concepts but lacks an element of organization and/or flow. May have some minor grammar, spelling, or punctuation errors.	Response addresses the post but lacks an element of organization or flow. May have some minor grammar, spelling, or punctuation errors
2 Needs Help	Effort made but organization, flow, or clarity of expression are lacking. Several grammar, spelling, or punctuation errors.	Response is difficult to understand or fails to support the point. Several grammar, spelling, or punctuation errors.
1 Unsatisfactory	Demonstrates little understanding of writing principles. Multiple spelling, grammar, or punctuation errors. Did not post or missed deadlines. Reflects little effort.	Response does not address the post or contains just one or two generic words. Multiple spelling, grammar, or punctuation errors. Did not post or missed deadlines.

Project Grading Rubric

Projects provide the opportunity to demonstrate an understanding of writing and communication concepts and apply them in specific business uses. The use of communication strategy, organization, clarity of thought, and brevity are critical elements for the successful project. Correct spelling, grammar and punctuation also have high importance in the effective assignment. Projects will be graded based on the following:

23-25 Outstanding	20-22 Good	18-19 Decent	15-17 Could Use Help	14 and Below Unsatisfactory
Demonstrates excellent understanding of material. Material is well organized and flows well. No spelling, grammar, or punctuation errors.	Shows strong understanding of material. Organization and flow is good. May contain a few minor punctuation errors.	Grasps some concepts but lacks an element of organization and/or flow. May have some minor grammar, spelling, or punctuation errors.	Effort made but organization, flow, or clarity of expression are lacking. Several grammar, spelling, or punctuation errors.	Demonstrates little understanding of writing principles. Multiple spelling, grammar, or punctuation errors to the point where the writing is difficult to understand.

Grades are due to the Registrar's Office September 22. Students will find official grades posted in SIS no later than Friday, September 29. If at this time you do not see your grades in SIS, please contact the Division at 503-346-0375.

Copyright Information

Every reasonable effort has been made to protect the copyright requirements of materials used in this course. Class participants are warned not to copy, audio, or videotape in violation of copyright laws. Journal articles will be kept on reserve at the library or online for student access. Copyright law does allow for making one personal copy of each article from the original article. This limit also applies to electronic sources.

To comply with the fair use fair use doctrine of the US copyright law, Sakai course sites close three weeks after grades are posted with the Registrar. Please be sure to download all course material you wish to keep before this time.

Syllabus Changes & Retention

This syllabus is not to be considered a contract between the student and the Division of Management. It is recognized that changes may be made as the need arises. Students are responsible for keeping a copy of the course syllabus for their records. **PLEASE NOTE: the course outline posted on Sakai will have the most up to date information**.

Student Access

Our program is committed to all students achieving their potential. If you have a disability or think you may have a disability (physical, learning, hearing, vision, psychological) which may need a reasonable accommodation please contact Student Access at (503) 494-0082 or e-mail at studentaccess@ohsu.edu to discuss your needs.

You can also find more information here. Because accommodations can take time to implement, it is important to have this discussion as soon as possible. All information

regarding a student's disability is kept in accordance with relevant state and federal laws.

Commitment to Equity and Inclusion

Oregon Health & Science University is committed to creating and fostering a learning and working environment based on open communication and mutual respect. If you encounter sexual harassment, sexual misconduct, sexual assault, or discrimination based on race, color, religion, age, national origin or ancestry, veteran or military status, sex, marital status, pregnancy or parenting status, sexual orientation, gender identity, disability or any other protected status please contact the Affirmative Action and Equal Opportunity Department at 503-494-5148 or aaeo@ohsu.edu.

Inquiries about Title IX compliance or sex/gender discrimination and harassment may be directed to the **OHSU Title IX Coordinator** at 503-494-0258 or titleix@ohsu.edu.

Inclement Weather Policy

When the weather forecast calls for ice or snow, call the OHSU Alert Line, 503 494-9021, for information regarding weather conditions that may affect operations at OHSU. See this website for details. For more information specific to the Division, please visit our website.

Academic Honesty

Course participants are expected to maintain academic honesty in their course work. Submission of previously published solutions or answers (sections or in total) as one's own work will not receive credit. Literature and resources (including Internet resources) employed in fulfilling assignments must be cited. Phrases, sentences or paragraphs from other sources, including the participant's own previous writings may only be used with explicit attribution and citation of source.

To uphold the principles and practice of academic honesty, faculty members at OHSU may use originality checking systems such as *Turnitin* to compare a student's submitted work against multiple sources. More information about Turnitin and plagiarism can be found online through OHSU's Teaching & Learning Center.

Use of Sakai

This course will have an online component, which can be accessed through Sakai, OHSU's online course management system. OHSU's Sakai software is supported by the Sakai Help Desk. The Help Desk offers technical and user support seven days a week: Monday through Friday from 8 a.m. to 9 p.m. Pacific Time and weekends and holidays from noon until 5 p.m. Pacific Time. You can contact the Help Desk using their web-based form, or via e-mail at sakai@ohsu.edu, or by phone at 1-877-972-5249.

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