

*Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the Instructor during the first day of class.*

**The American University of Rome  
Business Administration Program**

*Department or degree program mission statement, student learning objectives, as appropriate*

<b>Course Title:</b>	Writing for Business
<b>Course Number:</b>	BUEN 307
<b>Credits &amp; hours:</b>	3 credits – 3 hours
<b>Pre/Co-Requisites:</b>	ENG 102 and Junior or Senior standing or permission of the instructor

**Course description**

This course teaches students how to write well and successfully in a business environment. Students learn to research and write presentations, reports, memos, business letters, press releases, newsletters, brochures and pitch letters and print ads.

**Required Textbook (subject to change)**

- King, S. On Writing, (London, Hodder&Stoughton, 2000)
- Stunk, W.Jr., White, E.B. The Elements of Style, (Pearson, 1979, 2000)

**Recommended Readings (subject to change)**

- Cunningham, Helen, and Brenda Greene. The Business Style Handbook. New York: McGraw-Hill. 2002. (A-Z of pitfalls, concepts, terms, pointers; Fortune 500 view; email guide; writing with a purpose)
- Harvard Business School (HBS WFB) Press. Writing for Business: Expert Solutions to Everyday Challenges. Pocket Mentor Series. Boston: Harvard Business School Press, 2007. (Strategy, scope, organizing, drafts, editing, email guide; useful checklists for focusing/audience analysis, document sections by type, editing, and visual design impact).
- Modern Languages Association (MLA). MLA Handbook for Writers of Research Papers (7th edition). MLA. New York: MLA, 2009. (Standard undergraduate referencing/citation guide. CONSIDER BUYING)
- Ober, Scot. Fundamentals of Contemporary Business Communication. Second Edition. Boston and New York: Houghton Mifflin Company, 2007. (Alternative to Textbook reading (Kolin) as needed; Developing Writing Skills Section, Part 6: 363).

## Course Learning Objectives

At the end of the course, students will be able to:

1. recognize and follow the main steps involved in a business writing project
2. produce grammatically correct and well-designed written business documents and communications
3. competently research, analyze, integrate, and reference information from a variety of sources
4. enhance their writing with appropriate visual information including tables, charts, and graphs
5. make an effective oral presentation based on a written report and
6. be a team player in collaborative writing projects

## Course Learning Activities

- Reading (LOs 1-4): The course textbook is the primary source for course readings. We supplement the textbook with other readings from time to time. These will be handed out, made available on our MyAUR course page, or put on reserve in the library.
- Lectures/Discussions (LOs 1-6): You are required to do the readings for each session before class. Reading assignments provide basic background for class lectures or discussion.
- Written work for the class (LOs 1-6) is made up of:
  - In class assignments (LOs 1-4)
  - 1 long report (8 pages plus references) and presentation (LOs 1-5)
  - 1 collaborative writing project (8 pages) (LO 6)
  - 1 Annotated Bibliography (LO3)
  - Coverage of outside event (LO 2-4)

## Assessment tools

Class participation	5%
Quizzes	5%
Mid-term Exam	5%
Collaborative writing project	10%
Company analysis - final report	20%
Company analysis - oral presentation	5%
Company analysis - annotated bibliography	5%
Writing assignments	35%
Final Exam	10%

## COURSE SCHEDULE

Week	Topic	Reading
Week 1	<p>Introduction: Explain course expectations, text, syllabus, collaborative writing project and company analysis project</p> <p>Lecture: The Writing Process – the craft of writing</p> <p>Communicating in a Global Environment – picks up from the writing process and makes it topical</p> <p>Quiz 1 – Chpt. 1 The Elements of Style</p>	<p>Read: Chpt. 1- The Elements of Style</p> <p>Read: Chpt. 1 – On Writing – C.V</p> <p>Read: Chpt. 2 – On Writing – Toolbox</p> <p>First in-class writing assignment: Class expectations</p>
Week 2	<p>Collaborative Writing – Lecture (PP presentation) and class discussion. Prep for collaborative writing project</p> <p>Select collaborative writing teams</p> <p>Company Analysis: Final Report Assignment</p>	<p>Read: Chpt. 2 The Elements of Style</p> <p>Read: On Writing: ‘What Writing Is’</p> <p>In-class writing assignments – story outline for collaborative writing assignment</p> <p>Read Chpt. 3 – On Writing</p>
Week 3	<p>Annotated Bibliography and citations – PP presentation on attribution and proper credit</p> <p>Grammar Refresher – includes PP presentation, in-class exercise</p> <p>Quiz 2 – Chpt. 2 The Elements of Style</p>	<p>In-class writing assignment: Advance of Dan Meis’s presentation</p> <p>Homework: One paragraph on company selected for Company Analysis: Why this company, what you intend to present</p> <p>In-class writing assignment: Polish, edit the Meis advance; peer editing</p>
Week 4	<p>Understanding the Audience – lecture, discussion and PP presentation</p> <p>Quiz 3 – Grammar refresher</p> <p>Writing Form and Structure – Lecture, discussion on leads, introductions, closing and supporting material</p> <p>Quiz 4 – On Writing</p>	<p>Read: The Elements of Style – Chpt. 3</p> <p>In class writing assignment: Report on Meis speech</p> <p>Read: The Elements of Style - Chpt. 4</p> <p>Read: Chpt 4 On Writing – On Living</p> <p>In-class writing assignment – topical subject</p>
Week 5	<p>Paragraphs – the basic unit – and transitions, parallel construction, clarity, simplicity and direct/concise writing. Lecture/discussion</p> <p>Revisions, copy editing, proofreading, including marks and symbols. Discussion, and PP presentation.</p> <p>Quiz 5 – Parallel Construction</p>	<p>Read: On Writing – And Furthermore Part 1</p> <p>In-class writing assignment – topical subject</p> <p>Read: Finish reading On Writing and The Elements of Style</p>
Week 6	Midterm	<p>Objective questions on both The Elements of Style and On Writing plus an in-class writing assignment</p> <p>Assignment: Prepare your resume for the March 10 session with Prof. Sonnabend</p>
Week 7	<p>Writing Press Releases</p> <p>Prof. Sonnabend CV lecture</p>	<p>In-class writing assignment on Berry University eagles</p>

Week 8	Writing Press Releases Writing Business E-mails Lecture, discussion PP presentation	Polish, edit in-class writing assignment on Berry University eagles Collaborative Writing Project due
Week 9	Blogging and Writing for Social Media Lecture, discussion, PP presentation and in-class exercise Writing Business Letters	Read Financial Times Article – ‘How Social Media Improved Writing In-class writing assignment: Passage critical of Social Media piece In-class writing assignment: Rewrites (if any) of collaborative writing project.
Week 10	Writing Business Memorandum Pop Quiz 10 – Review of Course Reading Writing a book proposal - PP Business Reports and Proposals	In-class writing assignment: Begin memo on given subject. To be finished as homework. First draft of Company Analysis due In-class writing assignment: Begin writing a business report. Due in one week.
Week 11	Business Reports and Proposals Writing Positive and Negative Messages Writing Letters of Recommendation	In-class writing assignment: Write sections of a book proposal In-class writing assignment: Write a negative message on given situation Homework: Write a letter of recommendation
Week 12	Persuasive Writing Quiz 10	Final Company Analysis due Submit Annotated Bibliography
Week 13	Oral presentations	
Week 14	FINAL EXAM	

## ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

### 1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;  
Students will not be penalized for three absences from classes meeting twice a week;  
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note\* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

### 2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

\*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

#### Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

#### Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		