
WRTG 394 6367 Advanced Business Writing (2218)

WRTG-394

Fall 2021 Section 6367 3 Credits 08/18/2021 to 10/12/2021

Faculty Contact

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Course Description

(Fulfills the general education requirement in upper-level advanced writing). Prerequisite: WRTG 112 or equivalent. A comprehensive, project-based study of applied business writing. The aim is to develop documents appropriate to audience and purpose that are well argued and conform to standards to business writing. Topics include context, purpose, audience, style, organization, format, results, technologies, and strategies for persuasion in typical workplace messages. In addition to shorter assignments, a substantial formal report that incorporates research and support for conclusions or recommendations is required. Students may receive credit for only one of the following courses: COMM 394/394X, ENGL 394/394X, or WRTG 394/394X.

Course Introduction

This course is titled *Advanced Business Writing*. However, it deals with all kinds of workplace and professional writing—not just the writing produced in business corporations. The course will help prepare you for the writing you will encounter in the classes for your major at UMGC as well as writing you might encounter in a workplace or community situation.

As you will discover when you take a detailed look at the class resources, there are hundreds of workplace writing situations—many more than the few writing assignments in this course will prepare you for. No individual textbook chapter or writing assignment will be relevant to all students' present and future employment.

The assignments in the class give you practice with decisions about purpose, audience, organization, style, and word choice. These are the kinds of decisions that need to be made when you produce any workplace and professional writing, regardless of the type of document.

Course Outcomes

- analyze target audience and purpose
- select information appropriate to audience and purpose
- develop explanations and arguments appropriate to audience and document
- create documents tailored to a variety of workplace audiences and purposes
- conform to standards of business writing

Course Materials

[Click to access your course materials information \(http://webapps.umgc.edu/UgcmBook/BPage.cfm?C=WRTG%20394&S=6367&Sem=2218\)](http://webapps.umgc.edu/UgcmBook/BPage.cfm?C=WRTG%20394&S=6367&Sem=2218)

Class Guidelines

To locate information within your LEO classroom, log in and review Professor Cron's information, which is found in the Start Here section of your classroom after clicking on the Content link.

Contacting your Faculty Member

You can use the Pager feature within the classroom to send a message to Professor Cron. Click the Classroom Walkthrough Videos link below, and then click The Pager link, to view a how-to video on how to use the Pager function within the classroom:

Preparation

Please log into the class several times each week to acquire updates on the class, peruse reading material, engage in discussions, and complete writing assignments.

Classroom Management

The class will have discussions to respond to, course content to complete, and writing assignments to complete.

Preferred Contact Method

Please contact Professor Cron by email if you have any questions during the semester. You may use either carol.cron@faculty.umgc.edu or ccron@umd.edu.

Supplemental Materials

UMGC's Effective Writing Center (EWC) is an excellent resource for writing questions. Its website is <http://www.umgc.edu/writingcenter/>.

The Purdue Online Writing Lab (<https://owl.english.purdue.edu/owl/>) is an excellent resources for grammar and other writing-related questions.

[Classroom Walkthrough Videos Link \(http://www.umgc.edu/students/leo/videos.cfm\)](http://www.umgc.edu/students/leo/videos.cfm)

Within the Content section of your classroom, view the Start Here section or Additional Course Information section within the Syllabus to learn more about contacting your faculty member.

Late Essays, Assignments, and Discussions

Students are most successful in an 8-week class when they stick to the schedule. However, if you need to submit late essays and/or assignments, the following late policy will be applied:

Late essays and assignments: Unless special arrangements have been made for late submission, essays and assignments submitted after the due date will lose 10% from the grade for each week or partial week that they are late.

Late discussions: The purpose of the discussions is to interact with your classmates on the course content for a given week. Posting to discussions after the discussion week does not allow you to interact with your classmates. Consequently, discussion posts made after the discussion week will receive a grade of zero.

Given UMGc's timeline for submission of final course grades, no work will be accepted after the last day of class.

✓ Grading Information

Assignment/Task	%
Communication Barriers -- Assignment #1	10
Synthesis Literature Review -- Assignment #2	25
Memo for Final Report -- Assignment #3	10

Research-Based Report -- Assignment #4	35
Discussions Participation	20
Total	100

Project Descriptions

Communication Barriers -- Assignment #1

Students will identify various communication barriers in their workplace or community context and prepare a table with descriptions of them.

Synthesis Literature Review -- Assignment #2

Students will find various articles, including scholarly and trade journal articles, on a topic of their choice and synthesize them while citing them in APA format. The topic they research will contribute to WA #3 and WA #4.

Memo for Research Report -- Assignment #3

Students will prepare to conduct some primary research on a problem in their workplace or community. They will then write a memo to a decision-maker or group of decision-makers asking for permission to conduct this additional research on the problem.

Research-Based Recommendation Report -- Assignment #4

Students will write a report to a decision-maker in which they describe a problem in their workplace or community, support their argument with evidence, and recommend a solution to the problem. Sources are cited in APA format. **Students may earn 10 extra credit points on this assignment by including: 1) Timeline to implement the recommendation; 2) Cost (or savings) of the recommendation; 3) Two original graphics (such as a chart or table); and 4) a "Plan B."**

Academic Policies

ACADEMIC INTEGRITY

University of Maryland Global Campus (UMGC) has adopted a [Philosophy of Academic Integrity \(https://www.umgc.edu/current-students/learning-resources/academic-integrity/philosophy.cfm\)](https://www.umgc.edu/current-students/learning-resources/academic-integrity/philosophy.cfm) to guide the university's commitment to a culture of academic integrity and authentic education encompassing a set of dispositions and behaviors that are socially beneficial, educationally critical, and professionally necessary.

All members of the University community must maintain the highest level of integrity across the academic experience. For students, intellectually honest academic work represents independent analysis, acknowledges all sources of information that contribute to the

ideas being explored, and ensures the ability to engage in life and work authentically. Your instructor is your primary resource for how to uphold the highest ethical standards in the context of this course's specific requirements.

Turnitin is enabled within the classroom to support the development and assessment of authentic student writing. To learn more about Turnitin, the feedback it provides, how to use feedback to improve your work, and your options regarding the inclusion of your work in the Turnitin database, visit University guides for Turnitin at sites.umgc.edu/library/libresources/turnitin.cfm (<https://sites.umgc.edu/library/libresources/turnitin.cfm>) and <https://sites.umgc.edu/library/libresources/turnitin.cfm#studentcopyright> (<https://sites.umgc.edu/library/libresources/turnitin.cfm#studentcopyright>).

Other Academic Integrity resources and guidelines are found at <https://www.umgc.edu/current-students/learning-resources/academic-integrity/index.cfm> (<https://www.umgc.edu/current-students/learning-resources/academic-integrity/index.cfm>).

CLASSROOM CIVILITY

University of Maryland Global Campus is committed to the success of our global community and values the diverse identities and backgrounds of our students, faculty, and staff. Each one of us has a broader life and set of experiences beyond UMGC that we bring with us to each interaction. Sharing your story with your classmates provides opportunities to learn, relate, and gain inspiration from each other. Engagement often begins with introductions at the beginning of the course. Sharing your preferred name, preferred pronouns, and other details about yourself and your life builds a foundation for connection, understanding, and a richer and more personalized learning experience.

We also recognize that some of life's responsibilities and challenges outside of the classroom, such as childcare, a change in employment status, or illness, have an impact on success in a course. To the extent you are comfortable, we encourage you to communicate with your faculty member or Success Coach about any concerns you have for this course or as a student at UMGC so we can help you navigate potential obstacles and stay on track to achieve your goals.

Students are expected to work together cooperatively, and treat fellow students and faculty with respect, showing professionalism and courtesy in all interactions. Please review the Code of Civility for more guidance on interacting in UMGC classrooms: <https://www.umgc.edu/students/support/studentlife/conduct/code.cfm> (<https://www.umgc.edu/students/support/studentlife/conduct/code.cfm>).

POLICIES AND GUIDELINES

UMGC is committed to ensuring that all individuals are treated equally according to Policy 040.30 [Affirmative Action, Equal Opportunity, and Sexual Harassment](https://www.umgc.edu/administration/policies-and-reporting/policies/administration-policies/affirmative-action-and-equal-opportunity.cfm) (<https://www.umgc.edu/administration/policies-and-reporting/policies/administration-policies/affirmative-action-and-equal-opportunity.cfm>).

Students with disabilities who need accommodations in a course are encouraged to contact the Office of Accessibility Services (OAS) at accessibilityservices@umgc.edu, or call 800-888-8682 or 240-684-2287.

The following academic policies and procedures apply to this course and your studies at UMGC.

150.25	<p>Academic Integrity Policy (http://www.umgc.edu/policies/academicpolicies/aa15025.cfm) The University expects all members of the university community—students, faculty, and staff—to use guidelines to work with and promote integrity. If you are aware of any academic misconduct, please contact integrity@umgc.edu. All cases of academic misconduct will be addressed in accordance with Policy 150.25 (http://www.umgc.edu/policies/academicpolicies/aa15025.cfm) and associated procedures.</p> <p>You are expected to engage in new learning that furthers your development of knowledge, skills, and abilities in each course. According to this policy, you may not submit a substantial portion of any coursework that you have submitted to any course previously without express written approval through assignment guidelines or other forms of communication.</p> <p>You must use UMGC course materials responsibly. Uploading course materials to any website outside of UMGC's online classroom is prohibited by this policy.</p>
151.00	<p>Code of Student Conduct (https://www.umgc.edu/administration/policies-and-reporting/policies/student-affairs/code-of-student-conduct.cfm)</p>

170.40	The following policies describe the requirements for the award of each degree:
170.41	Degree Completion Requirements for the Graduate School(https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/graduate-school-degree-completion-requirements.cfm)
170.42	Degree Completion Requirements for a Bachelor's Degree(https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/bachelors-degree-completion-requirements.cfm) Degree Completion Requirements for an Associate's Degree(https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/associates-degree-completion-requirements.cfm)
170.71	Policy on Grade of Incomplete(https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/grade-of-incomplete-policy.cfm) - The mark of I is exceptional and considered only for certain courses. Students who have completed 60% of their coursework with a grade of B or better for graduate courses or C or better for undergraduate courses and request an I before the end of the term. The mark of I is not available for noncredit courses.
170.72	Course Withdrawal Policy (https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/course-withdrawal.cfm) - Students must follow drop and withdrawal procedures and deadlines available at https://www.umgc.edu/ under Academic Calendar.
130.80	Procedures for Review of Alleged Arbitrary and Capricious Grading(https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/capricious-grading-review.cfm) – appeals may be made on final course grades as described herein.
190.00	Intellectual Property (https://www.umgc.edu/administration/policies-and-reporting/policies/research/intellectual-property.cfm) - All university faculty, staff, and students must comply with University guidelines on the use of copyrighted material. Uploading UMGC or faculty copyrighted material without authorization degrades and corrupts the integrity of the teaching and learning experience and is a potential violation of UMGC policy and copyright law. You must obtain permission to post UMGC or other's copyrighted material to third-party websites, including social learning network sites. UMGC reserves the right to take appropriate action to remove copyrighted material uploaded without authorization.
205.06	Calculation Of Grade-Point Average (GPA) for Inclusion on Transcripts and Transcript Requests (https://www.umgc.edu/administration/policies-and-reporting/policies/academic-affairs/grade-point-average-calculation-for-inclusion-on-transcripts-and-transcript-requests.cfm) - Note: Undergraduate and graduate courses have different Grading Policies. See Course Syllabus for Grading Policies.
270.00	Acceptable Use (https://www.umgc.edu/administration/policies-and-reporting/policies/fiscal-and-business-affairs/acceptable-use.cfm) - The security of the online classroom is critical to ensuring a strong culture of academic integrity and authentic education at the University. It is a violation of the University's policies for anyone to share logon, password, and any other secure information about a UMGC online account, including credentials required to access the online learning environment.

GRADING

According to UMGC's grading policy, the following marks are used:

	Undergraduate	Graduate
A	90-100	90-100
B	80-89	80-89
C	70-79	70-79*
D	60-69	N/A**
F	59 or below	69 or below

FN	Failure-Non attendance	Failure-Non attendance
G	Grade Pending	Grade Pending
P	Passing	Passing
S	Satisfactory	Satisfactory
U	Unsatisfactory	Unsatisfactory
I	Incomplete	Incomplete
AU	Audit	Audit
W	Withdrew	Withdrew

* The grade of "B" represents the benchmark for graduate courses. Students must maintain a Grade Point Average (GPA) of 3.0 or higher. Classes where final grade of C or F places a student on Academic Probation must be repeated.

** UMGC does not award the grade of D in graduate courses.

GRADE ROUNDING

Scores to individual assignments are calculated based on rubrics in the class and are not rounded to the whole point. The final grade for the course is determined by weighted average and will be rounded to the nearest whole point using mathematical rule (grades with .5 and above to be rounded to the next whole point).

EXTRA CREDIT

Assignments are designed to enable students to achieve course objectives and succeed in the program. In the interest of equity and fairness, there will be no extra credit opportunities. All assignments are identified in the syllabus.

COURSE EVALUATION SURVEY

UMGC values its students' feedback. You will be asked to complete an online evaluation toward the end of the term. The primary purpose of this evaluation process is to assess the effectiveness of classroom instruction in order to provide the best learning experience possible and make continuous improvements to every class. Responses are kept confidential. Please take full advantage of this opportunity to provide your feedback.

LIBRARY SUPPORT

Extensive library resources and services are available online, 24 hours a day, seven days a week at <https://sites.umgc.edu/library/index.cfm> (<https://sites.umgc.edu/library/index.cfm>) to support you in your studies. The UMGC Library provides research assistance in creating search strategies, selecting relevant databases, and evaluating and citing resources in a variety of formats via its Ask a Librarian service at <https://www.umgc.edu/library/libask/index.cfm> (<https://www.umgc.edu/library/libask/index.cfm>).

EXTERNAL LINK DISCLAIMER

This course may contain links to external sites neither owned nor maintained by UMGC. UMGC bears no responsibility for the accuracy, legality, or content of external sites or for that of subsequent links. In addition, the terms of use, security policies, and privacy policies may differ from those of UMGC. Contact the external site for answers to questions regarding its content, terms of use, and policies.

LEARNING MANAGEMENT SYSTEM SUPPORT

Those requiring technical assistance can access Help@UMGC Support directly in LEO under the Help menu. Additional technical support is available 24 hours a day, seven days a week via self-help and live chat at <https://www.umgc.edu/help/> (<https://www.umgc.edu/help/>) or by phone toll-free at 888-360-8682.

SYLLABUS CHANGES

All items on this syllabus are subject to change at the discretion of the Instructor and the Office of Academic Affairs.

Class & Assignment Schedule

Assignment/Task	Due Date
Communication Barriers -- Assignment #1; Academic integrity Discussion Topic	Tuesday, August 24 End of week 1
Synthesis Literature Review -- Assignment #2	Tuesday, August 31 End of week week 2
Memo for Final Report -- Assignment #3	Tuesday, September 14 End of week 4
Draft of Research-Based Recommendation Report - Assignment #4	Tuesday, September 21 End of week 5
Final Draft of Research-Based Recommendation Report -- Assignment #4	Tuesday, October 12 End of week 8

Please note that this is a suggested schedule. Instructors may edit this schedule as they desire.

Students can access their complete list of assignments and their corresponding due dates within the **Assignments** section of the classroom by navigating to the **Assignments** section of the class from the main navigation bar. Follow the link below, and then click **Assignments**, for a video demonstration on how to utilize this feature.

[Classroom Walkthrough Videos Link \(http://www.umgc.edu/students/leo/videos.cfm\)](http://www.umgc.edu/students/leo/videos.cfm)

Students also have access to a calendar tool on the course homepage within the classroom.