



**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

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## **COURSE DESCRIPTION AND OUTCOMES**

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### **Course Description:**

This course is designed to help students revise and develop a writing style that is clear, coherent, and effective for college-level assignments and activities. This course will involve mastering the following skills of professional writing: inviting format, accuracy of information and expression, appropriateness for intended audience, precision in diction, and correctness in mechanics. As an applied writing course, students will build on their research abilities and use scenarios to become competent in the skill of business writing.

### **Course Overview:**

This course is designed to help students understand how to write in the corporate world. It focuses on audience and style, showing the differences in the two areas between academic and business writing. The course also teaches students how to research a topic, then write, revise, and finalize a project.

### **Course Learning Outcomes:**

1. Demonstrate college competence in the mechanics of spelling, punctuation, verb agreement, pronoun reference, and sentence patterns.
2. Differentiate the private from the public sectors in the elements, process, and methods of investigation.
3. Develop critical thinking and communication skills in context-based writing assignments.
4. Evaluate resources and conduct appropriate research for assigned topic, while collaborating in a peer review process to evaluate and analyze the quality of information.
5. Apply rules of APA formatting and style to specific business scenarios and communication strategies.

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## **PARTICIPATION & ATTENDANCE**

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Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

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## COURSE MATERIALS

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**Textbook Information is located in the CSU-Global Booklist on the Student Portal.**

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## COURSE SCHEDULE

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### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday at 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see on which areas you will need to focus. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

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## WEEKLY READING AND ASSIGNMENT DETAILS

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### Module 1

#### Readings

- Introduction in *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*
- Introduction and Rhetorical Foundations in *A Guide to Technical Communications: Strategies & Applications*
- CSU-Global Writing Center: Citing and APA Resources
- Chapters 1 & 2 in *Business Communication for Success*

#### Opening Exercise (0 points)

#### Discussion (25 points)

#### Mastery Exercise (10 points)

#### Portfolio Project Reminder

Review both options of the Portfolio Project and select which option you will complete. Then begin to plan your project—you will propose the project in Module 2.

### Module 2

#### Readings

- Chapter 3 in *Business Communication for Success*

### Opening Exercise (0 points)

### Discussion (25 points)

### Mastery Exercise (10 points)

### Critical Thinking (70 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### Option # 1: Project Proposal Audience

In Module 1, you were asked to review the assignment instruction for the Module 8 Portfolio Project. The Portfolio assignment requires that you select a topic in Audience as it applies to corporate writing. It is vital you form a working thesis about your topic early so that you can shape your research and form an inquiry plan about the research material that you will be using. You will also need to select and analyze key concepts of the topic early in the research process.

For this Critical Thinking Assignment, you are to compose a working thesis that takes a definite position on use of Audience in writing and maps a few of the main points you plan to explore. Your paper should accomplish the following:

- Identify the topic you have decided on.
- Develop a research question.
- State the overall claim that you want your essay to discuss. This will be your working thesis, and it is apt to change as you progress in later weeks. It is fine to start simple, for now, and build in more complexity later.

For example, one could choose how to define a particular audience for a writing event at work. How do you define the audience? How does that audience change the information you use in the document? How might the audience affect the writing style you use?

Before you make a final discussion, try brainstorming. Choose two or three potential topics and explore the key concepts involved to see if the topic holds your interest and is achievable.

#### Requirements:

- Use third person.
- Assert your academic voice.
- Describe why you made your final selection and discuss in some detail the key concepts you think are important to that topic.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

#### Option # 2: Project Proposal Style

In Module 1, you were asked to review the assignment instruction for the Module 8 Portfolio Project. The Portfolio assignment requires that you select a topic in Style as it applies to corporate writing. It is vital you form a working thesis about your topic early so that you can shape your research and form an

inquiry plan about the research material that you will be using. You will also need to select and analyze key concepts of the topic early in the research process.

For this Critical Thinking Assignment, you are to compose a working thesis that takes a definite position on use of Style in writing and maps a few of the main points you plan to explore. Your paper should accomplish the following:

- Identify the topic you have decided on.
- Develop a research question.
- State the overall claim that you want your essay to discuss. (This will be your working thesis, and it is apt to change as you progress in later weeks. It is fine to start simple, for now, and build in more complexity later.)

For example, one could choose how passive voice helps or hurts a particular writing event. How does the lack of an actor affect the reader? Is there possible confusion in the document?

Before you make a final discussion, try brainstorming. Choose two or three potential topics and explore the key concepts involved to see if the topic holds your interest and is achievable.

**Requirements:**

- Use third person.
- Assert your academic voice.
- Describe why you made your final selection and discuss in some detail the key concepts you think are important to that topic.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

### **Module 3**

**Readings**

- Reading 1
- Chapter 4 & 6 in *Business Communication for Success*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

**Option # 1: Annotated Bibliography Audience**

In Module 2, you proposed your research project on Audience. By now, you already have a developed research topic and a working thesis statement, along with a small bibliography of resources for support.

Annotate all sources, using college-level writing skills and proper APA style for quoting, summarizing, and paraphrasing sources. Begin your annotated bibliography by describing your research plan at the top of the page.

**Requirements:**

To fulfill the research component of this assignment, you must do the following:

- Conduct several searches using any of the databases in the CSU-Global Library.
- Select three to five scholarly peer-reviewed sources from your library search that support the topics and arguments you plan to present in your Portfolio paper.

To fulfill the written component of this assignment, you must do the following:

- Include a title page that is formatted in proper APA style. List APA-style references in alphabetical order along with your unique paragraph summaries.
- Annotated paragraphs must be original and should not be copied from abstracts or other summaries. Format your assignment according to APA style as outlined in the *CSU-Global Guide to Writing & APA* and the section on an Annotated Bibliography.
- Your annotated bibliography should be double-spaced with one-inch margins and use a 12-point Times New Roman font.

Your annotations should contain the following elements:

- A summary, in your own words, of the information presented in the article.
- Your analysis of the best use of this information for your final paper, written in your own words.
- Identification of a possible topic sentence and/or claim the information will support.
- Use the Annotated Bibliography Template to format your assignment submission.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA.

**Option # 2: Annotated Bibliography Style**

In Module 2, you proposed your research project on Style. By now, you already have a developed research topic and a working thesis statement, along with a small bibliography of resources for support. Annotate all sources, using college-level writing skills and proper APA style for quoting, summarizing, and paraphrasing sources. Begin your annotated bibliography by describing your research plan at the top of the page.

**Requirements**

To fulfill the research component of this assignment, you must do the following:

- Conduct several searches using any of the databases in the CSU-Global Library.
- Select three to five scholarly peer-reviewed sources from your library search that support the topics and arguments you plan to present in your Portfolio paper.

To fulfill the written component of this assignment, you must do the following:

- Include a title page that is formatted in proper APA style. List APA-style references in alphabetical order along with your unique paragraph summaries.

- Annotated paragraphs must be original and should not be copied from abstracts or other summaries. Format your assignment according to APA style as outlined in the *CSU-Global Guide to Writing & APA* and the section on an Annotated Bibliography.
- Your annotated bibliography should be double-spaced with one-inch margins and use a 12-point Times New Roman font.

Your annotations should contain the following elements:

- A summary, in your own words, of the information presented in the article.
- Your analysis of the best use of this information for your final paper, written in your own words.
- Identification of a possible topic sentence and/or claim the information will support.
- Use the Annotated Bibliography Template to format your assignment submission.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA.

## **Module 4**

### **Readings**

- Chapter 9 in *Business Communication for Success*
- Writing in the Workplace: Common Genres (pp. 14–26) and Public Genres (pp. 42–46) in *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*

### **Opening Exercise (0 points)**

### **Discussion (25 points)**

### **Mastery Exercise (10 points)**

### **Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Recommendation Report**

For this assignment, you will write a recommendation report that selects one product over another. You may choose products from your work that you are considering, or you may pick two related case studies from SAGE Business Cases. Follow the tips provided in the module lecture to format your report.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

#### **Option #2: Proposal**

For this assignment, you will write a proposal for adopting a specific product for a company. Choose a product your company is currently considering or that you think they need to adopt, or select a case study from SAGE Business Cases. Follow the tips provided in the module lecture to format your proposal.

Your paper should be 2-3 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

## Module 5

### Readings

- Chapters 6, 7, & 8 in *Business Communication for Success*
- Introduction (pp. 1–11) in *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

## Module 6

### Readings

- Public Genres (pp. 27–33) in *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Critical Thinking (100 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

### **Option #1: Annotated Outline Audience**

Submit an **annotated outline** of the research project on Audience that will comprise your Portfolio Project.

An annotated outline is one that provides in-text citations of sources for each of your main topics and a complete Reference list at the end, all formatted in APA style.

Make sure your outline fully supports all requirements of the Portfolio Project assignment, which are fully explained in the Module 8 materials. Note that while this Critical Thinking Assignment requires that you cite at least one source for each main topic and a minimum of five sources total, you are not required this week to include all sources that will be provided with the final version of your Portfolio Project. In other words, you may add more sources to your work prior to the final delivery of the Portfolio Project due at the end of Week 8.

List your thesis statement, claims, and evidence in the following format:

- **Thesis statement:** Write your single-sentence thesis statement here.
- **Claim:** Write your first claim in a complete sentence here.
  - **Evidence:** Paraphrase or summarize your source and cite it here (Sample, 2016).

- **Evidence:** Paraphrase or summarize additional sources that support this claim and cite them here as 2., 3., 4., and so on (Sample, 2016).
- **Evidence:** If you feel the need to use a quote, “add it to the list with proper quotation marks and the appropriate in-text citation containing the page, section, or paragraph number in the original source” (Sample, 2016, p. 22).
- **Claim:** Write your second claim in a complete sentence here.
  - **Evidence:** Paraphrase or summarize your source here (Sample, 2015).
  - **Evidence:** Continue to paraphrase and summarize your sources for each claim (Sample, 2016).
- **Claim:** Continue to write your claims in complete sentences.
  - Evidence
  - Evidence

**Requirements:**

- Your annotated outline should include at least five credible sources. The CSU-Global Library is an excellent place to search for credible, scholarly sources.
- Provide a summary, a paraphrase, and a direct quotation for each of your sources. Identify the summary, paraphrase, and direct quotation you would like evaluated by highlighting this section of your writing.
- Your **Annotated Outline** should be 3-6 pages in length not counting the title and reference pages, which you must include.
- Use the Annotated Outline Template to format your assignment.
- The annotated outline and citation formatting should conform with CSU-Global Guide to Writing & APA.

Your paper should be 4-5 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

**Option #2: Annotated Outline Style**

Submit an **annotated outline** of the research project on Style that will comprise your Portfolio Project. An annotated outline is one that provides in-text citations of sources for each of your main topics and a complete Reference list at the end, all formatted in APA style.

Make sure your outline fully supports all requirements of the Portfolio Project assignment, which are fully explained in the Module 8 materials. Note that while this Critical Thinking Assignment requires that you cite at least one source for each main topic and a minimum of five sources total, you are not required this week to include all sources that will be provided with the final version of your Portfolio Project. In other words, you may add more sources to your work prior to the final delivery of the Portfolio Project due at the end of Week 8.

List your thesis statement, claims, and evidence in the following format:

- **Thesis statement:** Write your single-sentence thesis statement here.
- **Claim:** Write your first claim in a complete sentence here.
  - **Evidence:** Paraphrase or summarize your source and cite it here (Sample, 2016).
  - **Evidence:** Paraphrase or summarize additional sources that support this claim and cite them here as 2., 3., 4., and so on (Sample, 2016).



- **Evidence:** If you feel the need to use a quote, “add it to the list with proper quotation marks and the appropriate in-text citation containing the page, section, or paragraph number in the original source” (Sample, 2016, p. 22).
- **Claim:** Write your second claim in a complete sentence here.
  - **Evidence:** Paraphrase or summarize your source here (Sample, 2015).
  - **Evidence:** Continue to paraphrase and summarize your sources for each claim (Sample, 2016).
- **Claim:** Continue to write your claims in complete sentences.
  - Evidence
  - Evidence

**Requirements:**

- Your annotated outline should include at least five credible sources. The CSU-Global Library is an excellent place to search for credible, scholarly sources.
- Provide a summary, a paraphrase, and a direct quotation for each of your sources. Identify the summary, paraphrase, and direct quotation you would like evaluated by highlighting this section of your writing.
- Your **Annotated Outline** should be 3-6 pages in length not counting the title and reference pages, which you must include.
- Use the Annotated Outline Template to format your assignment.
- The annotated outline and citation formatting should conform with CSU-Global Guide to Writing & APA.

Your paper should be 4-5 pages in length and conform to CSU-Global Guide to Writing and APA. Include at least two scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

**Module 7**

**Readings**

- Public Genres (pp. 56–62, 73–78) in *Workplace Writing: A Handbook for Common Workplace Genres and Professional Writing*

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Portfolio Project Reminder**

Your Portfolio Project is due next week. Use the annotated outline that you created and the feedback received to draft your paper. Once your draft is complete, use the revision techniques explained in Module 5 to polish and refine your paper into its final form. Carefully review your project for accuracy, clarity, and cohesion. Also ensure that you have cited and referenced all of your sources correctly.

**Module 8**

**Readings**

- Engaging with Research in *Guide to Technical Communications: Strategies & Applications*
- Chapter 5 in *Business Communication for Success*
- CSU-Global Guide to Writing and APA

**Opening Exercise (0 points)**

**Discussion (25 points)**

**Mastery Exercise (10 points)**

**Portfolio Project (350 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

**Option # 1: Audience in Business Communication**

Your portfolio project is to research some aspect of audience as it applies to business communication and write a research paper explaining your position. Take a stance on the topic, and using at least eight scholarly and credible resources, write your project. For example, you might consider:

- Level of audience, like executive.
- Education of audience.
- Number of readers and from how many levels.

Your paper should be 6-8 pages in length and conform to *CSU-Global Guide to Writing and APA*. Include at least eight scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

**Option # 2: Style in Business Communication**

Your portfolio project is to research some aspect of technical style as it applies to business communication and write a research paper explaining your position. Take a stance on the topic, and using at least eight scholarly and credible resources, write your project. For example, you might consider:

- Passive versus active voice.
- The importance of actors in sentences as the subject.
- The need for cohesive prose.

Your paper should be 6-8 pages in length and conform to *CSU-Global Guide to Writing and APA*. Include at least eight scholarly references in addition to the course textbook. The CSU-Global Library is a good place to find these references.

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## COURSE POLICIES

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Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### Course Grading

20% Discussion Participation  
0% Opening Exercises  
8% Mastery Exercises  
37% Critical Thinking Assignments  
35% Final Portfolio Project

SAMPLE

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## IN-CLASSROOM POLICIES

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For information on late work and incomplete grade policies, refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### **Academic Integrity**

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see CSU-Global Guide to Writing & APA for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and internet resources.

### **Citing Sources with APA Style**

All students are expected to follow the CSU-Global Guide to Writing & APA when citing in APA (based on the most recent APA style manual) for all assignments. A link to this guide should also be provided within most assignment descriptions in your course.

### **Disability Services Statement**

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

### **Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, let your instructor know.