Korea Advanced Institute of Science and Technology
College of Business
Business English Blended - Writing
Fall 2013

Professor: Keera Smith
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Office Hours: By appointment

COURSE DESCRIPTION

This course is intended to develop a core competency in organizing your ideas into generally accepted forms of business writing.

COURSE GOALS

You will organize ideas into a coherent, focused, and defendable text. You will complete 6 writing assignments throughout this course. They will be prepared and planned in class and then finished as homework.

COURSE OBJECTIVES

1. Write purposefully – you will have a definite outcome, you will write to solve a problem, and convey information effectively.
2. Write persuasively – you will write so that people believe and accept your ideas.
3. Write economically – you will write in a concise and direct manner.
4. Write empathetically – you will write in a way that focuses on a problem from your audience's perspective.

COURSE EVALUATION

This course is graded on a satisfactory/unsatisfactory basis. You must complete the following in order to receive a satisfactory (passing) grade.

1. **Attendance**: You can have up to 4 absences. 5 or more will result in failing this course. You may request to see your attendance record at any time during the semester.
2. **Participation**: Active engagement in each class is important for receiving a passing grade. This includes but is not limited to; brainstorming sessions, paired and group discussions, and feedback pairings.
3. **Homework**: Timely completion of homework assignments (outlines, rough drafts, final revised copies) is required.
4. **Papers**: You must complete and receive a satisfactory mark for 6 writing assignments. Failing to do so will result in an incomplete or non-passing grade.

COURSE MATERIALS

You will be invited to join a Dropbox folder. You do not need to install the program. You can simply click on the hyperlink and download the materials.

- Business English Writing F2013- (Shared Group Folder)
    - A PDF of the book, Guffey, M.E. 2010 Essentials of Business Communications 8 ed.

Mason O.H. Southwestern Cengage Learning, is available. You are expected to download and print out the materials for your own use.

ROUGH DRAFTS

For each writing assignment, you must complete and bring a hardcopy of your rough draft for an in-class peer-review session. There will be a date on the schedule for when the rough draft should be finished. Additionally, you should submit an electronic copy of your rough draft to keera@business.kaist.ac.kr, before the beginning of the class period for which it is due. The rough draft must be in a Microsoft Word .doc format. DO NOT submit it in Hangul Writer or as a PDF.

REVISION PROCESS

For each rough draft, I will provide feedback on your organization of ideas and tone. You MUST apply the feedback to your final revised copy.

FINAL REVISED COPIES

After you have revised your rough drafts based on in-class peer editing and my feedback, you must send a final revised copy to my email address: keera@business.kaist.ac.kr, by the due date as indicated on the class schedule. For all final copies, I will provide feedback based on your grammar and vocabulary.

CLASS SCHEDULE

Day	Date	In-Class	Homework
TUE	9/3	Writing Evaluation	
THU	9/5	Course Syllabus and Schedule	
TUE	9/10	Chapter 1: Career Success Begins with Communication Skills Chapter 2: Planning Business Messages	
THU	9/12	Chapter 3: Composing Business Messages Chapter 4: Revising Business Messages	
TUE	9/17	Chapter 5: Electronic Messages and Memorandums	
THU	9/19		Rough Draft Writing Assignment 1
TUE	9/24	Peer Editing of Writing Assignment 1 Rough Draft	Final Revised Copy of Writing Assignment 1
THU	9/26	Final Revised Copy of Writing Assignment 1 Due Chapter 6: Positive Messages	
TUE	10/1	Peer Editing of Writing Assignment 2 Rough Draft	Rough Draft Writing Assignment 2
THU	10/3		Final Revised Copy of Writing Assignment 2
TUE	10/8	Final Revised Copy of Writing Assignment 2 Due Chapter 7: Negative Messages	
THU	10/10		Rough Draft Writing Assignment 3

TUE	10/15	Peer Editing of Writing Assignment 3 Rough Draft	Final Revised Copy of Writing Assignment 3
THU	10/17	Individual Consultation	
TUE	10/22	Final Revised Copy of Writing Assignment 3 Due MIDTERMS - NO CLASS	
THU	10/24	MIDTERMS - NO CLASS	
TUE	10/29	Chapter 8: Persuasive Messages	
THU	10/31		Rough Draft Writing Assignment 4
TUE	11/5	Peer Editing of Writing Assignment 4 Rough Draft	Final Revised Copy of Writing Assignment 4
THU	11/7	Final Revised Copy of Writing Assignment 4 Due Chapter 13: Resumes and Cover Letters	
TUE	11/12	Chapter 13: Resumes and Cover Letters	
THU	11/14		Rough Draft Writing Assignment 5
TUE	11/19	Peer Editing of Writing Assignment 5 Rough Draft	Final Revised Copy of Writing Assignment 5
THU	11/21	Final Revised Copy of Writing Assignment 5 Due Chapter 13: Resumes and Cover Letters	
TUE	11/26		Rough Draft Writing Assignment 6
THU	11/28	Peer Editing of Writing Assignment 6 Rough Draft	Final Revised Copy of Writing Assignment 6
TUE	12/3		
THU	12/5	Final Revised Copy of Writing Assignment 6 Due Individual Consultation	
TUE	12/10	UPDATE OPI - NO CLASS	
THU	12/12	UPDATE OPI - NO CLASS	
TUE	12/17	FINALS - NO CLASS	
THU	12/19	FINALS - NO CLASS	