

## Business Writing Skills

### MBA 645 - Section 61

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#### 1 Credit – 5 Week Online Course

**The purpose of this course** is to help you polish your writing skills by providing an opportunity to practice writing in a variety of business genres and to receive feedback from peers and the instructor. The overall course goal is to expand your understanding of the various choices that business writers must make in order to achieve an intended outcome.

#### **This course will help you learn to:**

- Write more effectively and efficiently in several genres and for multiple situations and audiences;
- Understand more fully the uses of language and rhetorical choices to achieve a purpose;
- Choose the best writing vehicle, content, style, and tone to maximize results and minimize conflict;
- Polish (hone) your usage of correct (standard) business English.

#### **Topics, Assignments, and Assessment**

**Week 1 Assignment** – The essence of business writing; genre: abstracts and summaries  
**Summary** - 50 points -- *Due Monday, September 6*

**Week 2 Assignment** – Discussion of style, tone, and writing process; genre: emails and memos  
**Memo** - 50 points – *Due Monday, September 13*

**Week 3 Assignment** – Proposals; persuading and influencing; genre: proposals  
**Proposal** - *First draft (worth 100 points) Due Monday, September 20*

**Week 4 Assignment** – Proposal feedback; genre: letter  
**Letter** - 50 points -- *Due Monday, September 27*

**Week 5 Assignment** – Revision tips; feedback on proposals  
**Proposal** - 100 points -- *Final draft due Friday, October 1*

**Participation** in discussions and workshops - 50 points

**Total points: 400**

## **Course Format**

This course asks you to read, respond to, and compose documents, as well as put various writing theories and advice into practice. Class discussion is a valuable part of this course. The course instructor expects you to participate in class discussion forums by making at least five discussion posts sometime during the course. Please see the link to the [participation grading rubric](#) below the syllabus on the course homepage for more specific information on grading of class participation.

### **Discussion forums:**

You will post your thoughts and responses to various topics and questions within a designated forum space. I will respond to as many of your forum posts as possible, especially during the first few forums. As the weeks progress, you and your classmates will carry more of the discussions without as much of my input.

Note that just as in a traditional classroom, your discussion comments need to promote respectful and productive conversations. Even though you cannot see your audience, keep us in mind. We will read and have reactions to what you write. Use each posting as an opportunity to be clear, brief, and in control of tone.

Please [contribute to a specific forum during the week in which I post it](#). For example, in Week 3, there is a forum that asks you to contribute any knowledge of or experience with writing proposals. If you want to make a contribution to this specific discussion forum, please post your thoughts (or questions) to that forum before midnight on Tuesday of Week 3.

### **Written assignments:**

You will turn in all formal written assignments by submitting (posting) them in each assignment's Moodle page as MS Word documents (either a .doc or.docx). Please include your last name and the assignment name in the file name (for example: rossiter.letter.docx). I will add my comments and grade to each assignment and re-post it privately for you to read.

**I do not accept late assignments**, unless you make prior arrangements with me. I also do not grant any course extensions.

You will complete the proposal assignment in two drafts. Note the two assignment due dates: draft proposal due Monday, September 20; final proposal due Friday, October 1, 2021. You will submit your draft copy to me. I will provide you with specific and timely feedback, and then you will revise your report accordingly. You will submit your final proposal during the last week of the class, and I will give it a grade accompanied by some more written feedback.

**Virtual office hours:** You always have the ability to communicate with me personally via my college email or telephone me at 406-544-6182. You are also welcome to request a face to face meeting, if you are in Missoula. I do not have regular office hours in the Gallagher Business Building this semester, but I'm happy to meet you there, if you so desire. Make arrangements for any face-to-face meeting with me via email.

**Recommended Textbook:** *10 Steps to Successful Business Writing* (ISBN-13: 978-1-947308-30-5) by author Jack E. Appleman (2018); available in paperback from Amazon.com for \$19.95.

This course is designed to reflect the **University of Montana's School of Business Administration's MBA Program** mission and learning goals

Mission Statement:

The University of Montana MBA Program's mission is to serve our region by developing leaders to effectively manage organizations in a global business environment

Learning Goals:

University of Montana MBA Graduates will demonstrate:

1. Integrated knowledge of business functions
2. Communication skills and teamwork ability
3. Ethical conduct, social responsibility, and professional leadership
4. Analytical and innovative thinking in business problem solving
5. Knowledge and application of current trends in information technology
6. Ability to evaluate the implications of operating in the global business environment

**Finally, all UM students need to be familiar with the following: Academic Misconduct**

**From The University of Montana's Student Conduct Code, *revised August 2013***

Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. Academic misconduct is defined as all forms of academic dishonesty, including but not limited to:

- 1. Plagiarism:** Representing another person's words, ideas, data, or materials as one's own.
- 6. Submitting work previously presented in another course:** Knowingly making such submission in violation of stated course requirements.
- 7. Facilitating academic dishonesty:** Knowingly helping or attempting to help another commit an act of academic dishonesty, including assistance in an arrangement whereby any work, classroom performance, examination activity, or other academic exercise is submitted or performed by a person other than the student under whose name the work is submitted or performed.