

Welcome!

ENG 302 – Business Writing

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Top 10 FAQs for ENG 302

1. What is the instructor's name and contact info?
2. Which textbook & edition do I need?
3. What types of projects are assigned?
4. How are assignments graded?
5. Does this class have an attendance policy?
6. What happens if the instructor cancels class or doesn't show up to class?
7. How do I stay on track if I miss a day of class?
8. Where can I find the current syllabus?
9. What skills will I learn in "Business Writing"?
10. Who are my classmates?

Instructor Contact Information

- E-mail: LDonhauser@asu.edu
- Phone: 480-459-1462 (voice and text),
- Office: Languages & Literatures, LL 172-K
- Office Hours:
 - Tuesdays and Thursdays,
12:00 noon – 1:15 pm & 4:30 pm – 5:15 pm
 - Other times by scheduled appointment.

Business Communication Today, 10th ed.
Bovée & Thill ISBN 0138155399

- Most readings and activities come from the text.
- Some days I will ask you to bring the text to class.
- This text has just released a new edition, so consider this fact when making your purchase/rental decision.

- Another Option: eTextbook digital rental

http://www.coursesmart.com/9780138155056?__professorview=false&__instructor=2194199

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Attendance & Tardy Policies

pres · ent *adj* \ 'pre-z^ənt\

2a : being in view or at hand

Miss no more than 15 minutes of class.

tar · dy *adj* \ 'tär-dē\

2 : delayed beyond the expected or proper time : late

Miss more than 15, but less than 30, minutes of class.

ab · sent *adj* \ 'ab-sənt\

1 : not present or attending

Miss more than 30 minutes of class, *i.e. Attend less than 45 minutes of class.*

What if I know I'll miss class?

#1 Contact the instructor prior to the absence.

#2

EITHER

- Attend a different section of ENG 302 (on the same day) to avoid an absence.

OR

- Schedule an alternative time to submit the day's assignments to avoid losing points for late submissions.
- Download and review the lecture before the next class session.

How to Read the Syllabus

- **DATE**
- **DUE BY CLASSTIME**
 - Have a typed and printed copy of this assignment ready before class begins.
- **IN-CLASS DISCUSSION**
 - Helps you identify the day's lecture topic.
- **READ**
 - Read the chapter BEFORE beginning the assignment due at the next class session.
 - My lecture is a REVIEW & DISCUSSION of key concepts from the chapter and homework.

Your Name

ENG 302 – 9:00 am

8/23/11

Message for Analysis, p. 31

Your response to the assignment begins here. Notice that the paragraphs are single-spaced. No beginning indent is used. An extra space is used to show a paragraph break. Simple, right? This is standard business style, not the academic MLA style you have used in the past. Space is used wisely, not wasted.

Section Headings Are Encouraged

If you are ever asked to “format” the assignment as an e-mail, memo, letter, in the instructions, make sure to honor those basic requirements. (See the textbook’s Appendix for instructions.)

Make sure you also ask “What main skills does the assigned reading emphasize?” Your homework responses are an opportunity to practice and develop those skills, day by day.

Your Name (Preferred)

First *“Funny Way to Remember You”* Last

Class Standing (Sophomore/Junior)

Major & Minor/Concentration, etc.

Describe a recent piece of professional communication
that was particularly difficult or challenging to write.

Do not write on the back. Thanks!



Lindsey Gosma Donhauser

Lindsey “*Green Thumb*” Donhauser ← *Why?*

Instructor

BAs from UTC | MFA from ASU

I had to e-mail an etsy seller regarding a handmade item that I purchased. The photo of the item did not accurately depict how ugly the item was in person, so I wanted a refund. My challenge was to convey my disappointment, without mocking the seller or his “handiwork.”

Send

Save Now

Discard



From: Lindsey Gosma Donhauser <LDonhauser@asu.edu>

To: TAKE THE “YOU” ATTITUDE

[Add Cc](#) | [Add Bcc](#)

Subject:

Always include a subject line.

[Attach a file](#) Insert: [Invitation](#)

[Rich formatting »](#)

[Check Spelling ▾](#)

Identify yourself and your class time.

Make a specific, clear request.

Be professional and polite.

Use standard grammar, punctuation & capitalization.

Avoid “emotional writing.”

Taking the “You” Attitude is the single most effective way to approach each business communication. Period.

Send

Save Now

Discard



Effective Communication in These Scenarios Could Have:

- Sped up decision-making & problem-solving
- Increased productivity
- Maintained employee satisfaction
- Avoided excessive employee turnover
- Strengthened business relationships
- Persuaded customers/clients/stakeholders
- Enhanced the company's image
- Maximized the return on investment

HOMework

- Review ENG 302 Policies and Syllabus
- Buy *Business Communication Today*
 - 10th edition, Bovée & Thill, ISBN 0138155399
- Read Chapter 1
- Complete Message for Analysis activity, p. 31
 - Submit a typed copy in class next time
 - Use the Standard Header (see previous slide)
 - Complete Both Sections
 - Analysis of Original Message (paragraph and/or list)
 - Revision of Original Message (it's a blog, so it has a ____)