ENG 302: Business Writing
Course Description, Goals, & Objectives
(Updated July 2017)

Course Description

English 302, Business Writing, is an advanced, interdisciplinary writing course designed to improve the workplace writing competence of W.P. Carey School of Business professional and pre-professional students. The course focuses on the practice and study of selected types of discourse employed in professional business situations and helps prepare students for different kinds of writing they will encounter in their professional lives. Much of the course is conducted in a workshop format. Prerequisite(s): W. P. Carey major; ENG 102, 105, or 108 with C or better; minimum 55 hours or junior standing; Credit is allowed for only ENG 301 or ENG 302

Course Goals

The purpose of this course is for students to

- Transition from academic to professional/business writing
- Significantly improve their ability to write effective business/professional communication
- Critically investigate and incorporate a variety of research sources
- Recognize and avoid plagiarism
- Demonstrate mastery of standard grammar and writing mechanics
- Utilize various strategies and organizational techniques in the writing process
- Develop interpersonal communication skills
- Exhibit visual presentation skills through document design

Course Objectives

By the end of this course, all students should be able to

- Analyze and evaluate audience/purpose/situation as they apply to business writing contexts
- Produce clear, concise, effective audience and purpose-specific business rhetoric
- Incorporate process (research, invention, writing, revision, and editing) into all writing tasks and, through multiple drafts, create document fluency

- Analyze multiple writings from appropriate business professions
- Adapt tone and style for appropriate rhetorical business purposes
- Conduct primary and secondary research relevant to topic; integrate appropriate sources using APA style
- Incorporate analytical /technical data in the form of charts, graphs, etc.
- Provide and apply constructive peer criticism
- Design accurate and visually appealing documents
- Develop strategies to facilitate communication across ethnic and/or business cultures