

ENG 302

BUSINESS WRITING

Curriculum Redesign

Presented at
ASU Composition Conference
February 25, 2017

ENG 302 REDESIGN

W. P. Carey School of Business (WPC) requested redesign of ENG 302: Business Writing in April 2016.

April 2016-January 2017, WPC & Writing Programs addressed the following:

**Major Course Units,
Related Unit Assignments,
Pre-Requisites & Anti-Requisite, &
Holistic WPC Written Communication Rubric**

Redesigned curriculum effective Fall 2017.

PROJECT PROCESS

Before Project Began:

WPC

- Determined specific themes, genres, & skills.
- Required consistency in grading via common rubric.
- Aimed to avoid duplication & overlap with business courses.

During Project:

Writing Programs

- Advised against requiring a common syllabus.
- Advocated for resume & team assignment.
- Revised WPC rubric.
- Advocated for Unit of teachers' choice.

MAIN UNITS

Units = Themes & Document Types (Genres)

- Personal Branding
- Business Correspondence
- Short Proposal
- Instructor's Choice

Other portions of the course grade include document analyses, writing practice, class discussions, & peer review.

EXCLUDED UNITS

WPC excludes the following as
separate Units from ENG 302:

Resume

Team Project

REASONS

For Resume:

Revised WPC 101 & WPC 301 with more emphasis on resume & one-on-one time with faculty advisors.

For Team Project:

Most Business classes require team projects.

WPC wants ENG 302 to focus on individual writing assignments.

FLEXIBILITY WITH EXCLUSIONS

RESUME

- The Resume can still be included as a portion of the Personal Branding Unit.
- Example: Resume as an element of Professional Social Media Profile.

TEAM PROJECT

- Teamwork can still be a portion of Instructor's Choice Unit.
- Example: Assignment requires a clear & equal writing responsibility for each student.

ASSIGNMENT EXAMPLES

Examples for Units
based on current
ENG 302
assignments

**The examples are
only examples.**

**Teachers still choose
& design assignments
within WPC's
parameters.**

PERSONAL BRANDING

Unit Assignment Examples:

- Personal Statement
- Professional Bio
- Professional Social Media Profile (e.g., LinkedIn)

BUSINESS CORRESPONDENCE

Unit Assignment Examples:

- Request for Adjustment & Denial of Request
- Revision of Ineffective Negative Message
- Letter of Recommendation
- Performance Evaluation

SHORT PROPOSAL

Unit Assignment Examples:

- Address a local organization's need
- Propose a special event
- Address a concern at ASU
- Propose a new club or student organization

INSTRUCTOR'S CHOICE

Unit Assignment Examples:

- Informational interview project
- Rhetorical analysis of an organization's social media presence
- Short, research-based report on a business topic or scenario
- Individual in-class presentation with related written assignment

WPC WRITTEN COMMUNICATION RUBRIC

Faculty still determine specific assignment criteria, which relates to the general rubric.

- Developed by WPC Undergraduate Curriculum Committee.
- Revised by experienced ENG 302 faculty.
- Include on course Blackboards for all Business classes & ENG 302.
- Demonstrate consistency in grading written assignments.

PRE- & ANTI-REQUISITES

Effective Fall 2017

Pre-Requisites:

- WPC “Skills Core” business courses to develop familiarity with business discourse.

Anti-Requisite:

- ENG 301 cannot satisfy the second “L” requirement nor be taken in place of ENG 302.

CLASS SIZE

Factors for Class Size:

Instructors teach 4-5 writing courses per semester.

Grading volume is a significant concern.

Small class size critical for maximizing:

- Instructor's interaction with individual students, and
- Grading with detailed feedback on each major writing assignment.

TEACHERS' FEEDBACK

- **Teachers will shape the way ENG 302 is delivered within the WPC parameters.**
- **Teachers' feedback on assignments, resources, & activities is needed to make the redesigned ENG 302 successful.**

ENG 302 O-COURSE

- An **ASU Online version of ENG 302 (O-course)** being developed next Fall 2017/Spring 2018.
- A large number of students in ASU Online Business Degree programs.
- **Opportunities for our faculty** to teach these 7.5-week sections.
- ASU Online offers an online certification workshop for teaching O-courses, & not just ENG 302.

O-COURSE RECRUITING

- Interested in teaching ENG 302 for ASU Online?
- Let us know!
- For further information contact Heather.Hoyt@asu.edu

