Instructor: Dr. Paul M. Rogers

Course Syllabus | English 302B
Advanced Composition (Business)
Fall 2015
Online Course
Virtual Office Hours via Google Hangout: By appointment
Office Hours 2:00-3:00 on Tuesdays and Thursdays
Email: progers2@gmu.edu

Course Description

In this section of 302B we will be exploring the worlds of (composition, especially in writing) and work in the 21st century. We will be investigating four distinct separate but related areas in order to move your professional communication abilities forward-especially your written communication abilities.

1. The Knowledge Domain of Business
2. Persuasion
3. Essential Tools of Business Communication (especially mastering key genres and creating knowledge through research)
4. Individual and Collaborative Writing Processes

In particular, you will be focusing on your own possible career trajectories, and the communication, and knowledge you will need to be a change leader in your field. Additionally, we will be thinking, writing, and talking about persuasion: how it works, why it's important, and how we can become ethical persuasive communicators in the spaces and places that matter to us.

The first half of the course we will lay a foundation in both of these areas--professional development and persuasion. You will be working on an entrepreneurial life portfolio which is designed to help you think through next steps. Specifically, you'll be working on researching internships, jobs, and/or graduate programs that you may help you get where you want to go; you'll be writing requests for letters of recommendation and a cover letter, plus you'll work on your resume and your LinkedIn profile. At the same time we'll be covering a lot of interesting material related to persuasion, drawing on research in advertising, politics, psychology, sociology, and rhetoric. This is all designed to get us thinking BIG about how communication can give us a competitive advantage in our professional life.

In the second half of the course you will learn principles of document design, and together we will work towards a deeper understanding of organizational leadership, and strategic communications in organizational life.

Learning Goals for ENGH 302

Students who successfully complete ENGH 302 will be able to adapt their reading and writing to meet the expectations of their academic discipline and future workplace. They will be able to demonstrate the ability to

- apply critical reading strategies that are appropriate to advanced reading in their academic discipline and in their possible future workplaces
- recognize how knowledge is constructed in their academic discipline and possible future workplaces, attending to issues such as kinds of claims or questions posed by advanced or professional writers
- marshal evidence considered sufficient to support arguments
- analyze the rhetorical situations—audience, purpose, and context—of texts produced in their academic disciplines and in possible future workplaces
- produce writing—including arguments or proposals—that is appropriate for a range of rhetorical situations within their academic disciplines and possible future workplaces, with particular attention to textual features such as
  - common genres
  - organizational strategies
  - style, tone, and diction
  - expected citation formats

Advanced Writing Goals: Students who successfully complete ENGH 302 will demonstrate that they have continued to develop their research and writing strategies to an advanced level; they will be able to

- use writing as a tool for exploration and reflection in addressing advanced problems, as well as for exposition and persuasion
- successfully employ strategies for writing as a recursive process of inventing, investigating, shaping, drafting, revising, and editing to meet a range of advanced academic and professional expectations—including, when given appropriate time for drafting and editing, the ability to produce documents in Standard Edited American English that are generally free from error
- collaborate with others as they write, through peer review, group projects, and/or consulting with outside experts
- identify, evaluate, and use research sources (print and electronic), to include advanced online library searching of databases pertinent to their disciplines and the critical use of web sites
- employ a range of appropriate technologies to support their researching, reading, writing, and thinking, with particular attention to the ways that

advanced students and professionals locate, analyze, organize, and share information

Texts

There is no single required textbook for this course, but you must choose one of the following six business books to read and report on:

1. [From Good to Great](#)

2. [Learn StartUp](#)

3. [Scaling Up Excellence](#)

4. [Creativity Inc](#).

5. [Thrive](#)

6. [Lean In](#)

You will have to buy these book on Amazon or your favorite bookstore.

Grading & Major Activities (Details for these assignments will be distributed throughout the semester).

(1) Book Review and Summaries 20%
(2) Internship Portfolio 20%
(3) Reading Responses 20%
(4) Entrepreneurial Life Plan 20%
(5) Solutions Paper 20%

Students with Disabilities

The George Mason University Office of Disability Services (ODS)<http://ods.gmu.edu> provides a wide array of academic support services to eligible students with documented disabilities. If you have a disability and would like to discuss accommodations, please contact them directly at 703-993-2474 or via email, and/or talk to me as soon as possible.

Academic Integrity

Students at George Mason are expected to adhere to the highest standards of academic conduct. Plagiarism, cheating, or falsification of any work will not be tolerated. It is expected that students attending George Mason University

understand and subscribe to the ideal of academic integrity, and are willing to bear individual responsibility for their work. Any work (written or otherwise) submitted to fulfill an academic requirement must represent a student's original work.

Any act of academic dishonesty such as cheating or plagiarism, will subject a person to University disciplinary action. Using or attempting to use materials, information, study aids, or commercial "research" services not authorized by the instructor of the course constitutes cheating. Representing the words, ideas, or concepts of another person without appropriate attribution is plagiarism. Whenever another person's written work is utilized, whether it be a single phrase or longer, quotation marks must be used and sources cited. Paraphrasing another's work, i.e., borrowing the ideas or concepts and putting them into one's "own" words, must also be acknowledged. Although a person's state of mind and intention will be considered in determining the University response to an act of academic dishonesty, this in no way lessens the responsibility of the student.

Late Work

I do not accept late work. However, if you communicate with me 48 prior to a deadline you may request an extension.

A Final Word

This course is not self-paced. You must check in every week and participate every week. You need a reliable internet connection and computer to take part in this course (no exceptions). I'm going to share with you some of the very best material available related to business. Your job is to take this semester and to dedicate yourself to becoming a communications master. It's going to be a lot of fun.