ENC 3250: Professional Communication
Course Syllabus

Instructor: Trena Houp

Email: If you have any questions about the course or its assignments, email the instructor, Trena Houp, at trena@ufl.edu or via E-Learning in Canvas Chat tool.

COURSE TEXTS

Business Communication: Polishing Your Professional Presence. Barbara Shwom and Lisa Gueldenzoph Snyder. Pearson, 2014. (Second edition)

COURSE DESCRIPTION

ENC 3250: Professional Communication is a **three credit course** which satisfies both writing (6000 words) and composition requirements. Since this course is online, you are expected to be a competent user of computers, particularly Windows based applications. You are also expected to have a working knowledge of the e-Learning course system. All 9 assignments should be submitted via e-Learning in Canvas. There are no exams for this course.

ENC 3250 focuses on the professional communication environment. As such, the course will require students to utilize skills learned in their previous writing courses and experiences to produce documents for certain audiences and situations. This course is designed to prepare you for the communication activities you will encounter on the job so it presents students with practical information about communicating in different workplace environments and professional discourse communities. Throughout the semester, students will produce and analyze a number of common business writing genres, including letters, resumes, memos, reports, and proposals. Students will work toward understanding how to analyze and react to rhetorical situations each genre and writing situation presents, including issues of audience, organization, visual design, style, and the material production of documents.

The emphasis of this course is on written and visual communication, but there is a brief study of oral and nonverbal communication as well. These latter forms of communication cannot be overstressed, and since they can only be introduced in this course you are urged to do some additional reading and studying in these areas. For reasonable career advancement in most professions, one must have well-developed communication skills.

COURSE OBJECTIVES

By completing this course successfully, you will:
- Increase your knowledge and skill in composing various types of business communication and your confidence in written communication skills.
- Format and structure for conventional professional documents like reports, proposals, resumes, memos and letters.
- Evaluate and analyze the various types of professional communication.
- Analyze and adapt to the constraints of specific rhetorical situations, including audiences, purposes, and uses.
- Develop strategies for addressing multiple audiences in any given document, including accommodations for expert and lay audiences.
- Structure sentences, paragraphs, and documents for maximum impact
- Write documents that are accessible and reader-centered.
- Demonstrate document design skills and integrate graphics into document production.
- Refine writing style for clarity, concision, coherence, cohesion, and emphasis.
- Critique and revise your own documents to ensure they fulfill their purposes.
- Produce professional caliber technical documents.

COURSE OUTLINE

Lesson 1: Communicating in Business Environments and Rhetorical Considerations
Lesson 2: Communicating Across Cultures and Collaboration
Lesson 3: Writing Resumes and Cover Letters
Lesson 4: Presenting Good News Messages and Building Goodwill
Lesson 5: Communicating Bad News
Lesson 6: Creating Proposals
Lesson 7: Preparing Progress Reports
Lesson 8: Developing Reports
Lesson 9: Delivering Effective Presentations

TECHNOLOGY REQUIREMENTS

Students must have and regularly check a valid email account for this course. When registering for courses, be sure to provide the office with an up-to-date email address. Students should check their email accounts at least twice per week or more often depending on their progress in the course. By signing up for an online course, students certify that they have reliable access to a computer and the internet. In order to take these courses, students need to have a web browser, a word processing program, a program for reading Acrobat documents, and other programs such as Windows or real Media to view/hear multimedia content. If a student does not already have these programs, many options are available including these free options:
- Multi-platform Web Browser: Mozilla Firefox, mozilla.org
- Word Processing: OpenOffice, openoffice.org
- Acrobat Reader: Adobe Acrobat, adobe.com

COURSE PROCEDURES

How to Submit Written Assignments Online
You are required to submit all assignments through the e-Learning in Canvas system. When submitting the assignments, please name the attachment using your last name, first initial, and assignment number (example: "SmithJ2"). You may submit a maximum of one assignment per week to be graded. Feedback on past assignments will help you prepare for future ones. On rare occasions, assignments have become lost for various reasons: you should retain a copy of each assignment before you submit it. Should an assignment be lost, you will be required to resubmit it. Assignments should be in 12-point Times New Roman font and may be submitted in any of the following extensions: doc, docx, or rtf.

Expectations for Students' Performance
This Flexible Learning course has been developed with the same rigorous standards of content as the on-campus course. Expectations for your performance as an online student are as high as they would be if you were taking this course in a classroom.

GRADING STANDARDS

Your course grade will be determined as follows:

Lesson 1: Introductory Memo	5% (50 points)
Lesson 2: Communicating Across Cultures Memo	10% (100 points)
Lesson 3: Resume and Cover Letter	10 % (100 points)
Lesson 4: Good News Letter	10 % (100 points)
Lesson 5: Bad News Letter	10 % (100 points)
Lesson 6: Proposal	15 % (150 points)
Lesson 7: Progress Report	10% (100 points)
Lesson 8: Report	20% (200 points)
Lesson 9: Presentation	10% (100 points)

Your final course grade will be determined according to the following scale:

A = 90 or above	B- = 77-79	D+ = 64-66
A- = 87-89	C+= 74-76	D = 60-63
B+ = 84-86	C = 70-73	D- = 57-59
B = 80-83	C- = 67-69	E = 56 or below

Rounding up for final grades is not an absolute.

The University of Florida assures the confidentiality of all your educational records in accordance with State University System Rules, State Statutes, and the Family Educational Rights and Privacy Act. **Grades are not given out over the phone.**

Grading Criteria

Written assignments will be evaluated generally on four criteria: content, structure, grammar and mechanics, and style. Each assignment should reflect that the student completed and understood the reading assignment and that the assignment reflects care and consideration in the writing.

An "A" paper is free of most mechanical, grammatical, and spelling errors. The paper handles the topic concretely and in depth and is well- organized and well-argued; the presentation is professional and the style reflects a proper professional communication standard. Work in this range shows students did what the assignment asked for at a high quality level, with care and precision, and their work shows originality and creativity. Do not expect this course to be an easy A.

A "B" paper may have some mechanical or grammatical flaws or treat the subject in somewhat less depth or with less concreteness. Work in this range is competent, thoughtful, and considered, as well as reasonably well-argued and well-organized, but needs some revision. To be in the "B" range, an essay must be complete in content, be well organized, and show special attention to style.

A "C" paper is just adequate in presentation, does not treat the subject in adequate depth or with sufficient concreteness, and/or has more serious grammatical and mechanical errors. Work in this range meets the basic requirements of the assignment, but has serious problems with clarity, organization, and argumentation as well as demonstrates that the student only has a generalized comprehension of the material. Work in this range needs significant revision. Diction may be imprecise or unclear. The style is straightforward but unremarkable.

A "D" paper is most likely flawed grammatically and stylistically and does not handle the topic adequately; there may be insufficient detail, poor organization and heading use, and general vagueness and awkwardness. Work in this range needs significant revision. The content is often incomplete and/or the organization is hard to discern. Support is irrelevant, overgeneralized, lacks validity, and/or is absent. Ideas/texts are oversimplified. Work in this range may have no thesis statement, or may stray significantly from the thesis throughout the essay. Attention to style is often nonexistent or uneven.

An "E" paper has many (more than seven) serious mechanical and grammatical errors; the coverage may be incomplete. Work in this range shows little understanding of the needs of the assignment or demonstrates that the student put little effort in completing it. A failing grade will also be given for plagiarized work.

All 9 written assignments must be submitted and graded before a final grade will be issued.

ONLINE STUDENT CONDUCT

Students are expected to abide by the University of Florida's code of student conduct, including the rules applicable to online courses and student conduct in general.

Academic Honesty Plagiarism:
"A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.

2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student." Source: Regulations of the University of Florida, UF-4.041. For more information, please go to regulations.ufl.edu

"For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

(a) Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.

(b) Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

Source: regulations.ufl.edu

Help:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- learning-support@ufl.edu
- (352) 392-4357 - select option 2
- lss.at.ufl.edu

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at distance.ufl.edu for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit UF student complaints.

Disability Accommodations:
The Disability Resource Center in the Dean of Students Office provides students and faculty with information and support regarding accommodations for students with disabilities. Staff at the Disability Resource Center will assist any student who registers as having a disability. Official documentation of a disability is required to determine eligibility for appropriate accommodations. The professional employees at the Disability Resource Center serve as full-time advocates for students with disabilities ensuring students have physical and programmatic access to all college programs. One of the services provided by the Disability Resource Center includes:

- Testing Accommodations - for further information visit UF testing accommodations

Register here with the UF Disability Resource Center

The Flexible Learning Office needs to be notified of any special accommodations required by the student when they begin their course by emailing the Accommodations Letter to lessons@dce.ufl.edu.

Course Deadline and Extension Policy:
Students are allowed *16 weeks, from their date of enrollment,* to complete and submit their coursework. If the student has not submitted at least 50% of their coursework and have an extenuating circumstance preventing them from submitting the coursework, a failing grade of "E", "E0" or "E1" will be issued and recorded to the UF Registrar.

If the student has made sufficient academic progress, which is defined as completing and submitting at least 50% of the coursework and have an extenuating circumstance, the student may petition the instructor for a course extension before the course expires. Each course extension request will be administratively evaluated. Instructors are not required to allow extensions. If a student does receive an extension, an incomplete grade of an "I" will be assigned as an interim grade. When the course is completed, the instructor will initiate the change of grade. After that, the "I" grade will be changed to the student's final course grade on their transcript.

Course Cancels and Course Drops:

A Course Cancel:
A tuition refund may be granted after a student submits a written request within 30 days of enrollment to the Flexible Learning Office. This request must be in writing by learn@dce.ufl.edu or sent by fax, 352-392-6950. Refunds will be the amount of tuition, less $25.00 per course. If a credit card was used, the refund will be credited a back to the card. **No refunds are granted after 30 days.**

Course Drop:

Dropping a course: To drop a course, you need to email the Flexible Learning office at learn@dce.ufl.edu with a request to drop within 14 weeks of the date of enrollment. In addition to their own request by email, *UF* students must have advisor approval to drop a flexible learning course. An advisor can email learn@dce.ufl.edu with the student's name, the course that they want to drop, and confirmation of permission to do so. It is the student's responsibility to verify that all drop requests have been received by the Flexible Learning office within the allotted time. The course grade will appear as "W" on a UF transcript.

Students with disabilities who need to drop a course due to disability-related reasons are permitted to petition for additional drops. Find more information by contacting the Disability Resource Center.

Full Term Withdrawals:
All full-term withdrawals must follow University of Florida policies/ procedures. An approved withdrawal form must be submitted to the [Dean of Student's Office](#) for review and final approval. Students must also notify the Flexible Learning of this request by [learn@dce.ufl.edu.](#)

It is the responsibility of the student to notify Flexible Learning of their approved medical or retroactive withdrawal so the students' record is updated. [Email](#) **to our office a copy of the approval.**

Medical Withdrawals:
[Here is the link to start the Medical Withdrawal Process:](#)

Retroactive Withdrawals:
[Here is the link for retroactive withdrawal information:](#)

UF Official Transcripts:

Flexible Learning *advises* that you review your "unofficial transcript" first to ensure your grade(s) is/are posted, prior to ordering the "official transcript".

Two ways to order a transcript:

1. [Order UF Official Transcripts here](#)

2. If you are unable to order your official transcript online, please contact the [UF Office of the University Registrar](#). In addition on more information on mailing in a transcript request form by remitting a check or money order. [Official Transcripts FAQs.](#)

3. The Registrar's Office hours are Monday-Friday, 8:00 a.m. to 5:00 p.m. and their phone number is 352-392-1374. Persons with hearing impairments can call FRS # 1-800-955-8771 (TDD).

Please check your "unofficial transcript" first, before ordering your "official transcript", to make certain that your grade has been posted.

If you have any questions during the course, please contact me, Trena Houp, via email at [trena@ufl.edu](#) or via the chat tool in e-Learning in Canvas. I normally respond within 48 hours. If you have administrative concerns (i.e., about payment or the textbook), please contact the Flexible Learning office.

UF Flexible Learning Contact Information:

Email: [learn@dce.ufl.edu](#)
Phone: (352) 392-1711
Toll free: (800) 327-4218
Fax: (352) 392-6950
Website: [UF Flexible Learning](#)

Office Hours:
Monday-Friday, except Holidays
8:00am-5:00pm EST