

**Kai-Nan University –2002 Fall
English Business Writing**

Juli Yeh

Week	Date	Topic	Assignments
1	09/18/2002	Course Description & Introduction to English Business Writing	First draft of resume
2	09/25/2002	Resume p.91~98 Personal Information	A completed resume
3	10/02/2002	Application Letter p.98~102 Follow Up Letter p. 103	A completed application letter
4	10/09/2002	Business Style—tone, outlook, “You Approach” & organization p.1~6	Practice p.10~12
5	10/16/2002	Letter Format—parts, styles, punctuation, & envelope p.13~17&22	Case writing
6	10/23/2002	Request Letters—inquiries and order p.25~29	Practice p.30
7	10/30/2002	Replies—inquiry replies p.34 & 41~44	Practice p.46
8	11/06/2002	Credit p.49~55	Case writing
9	11/13/2002	Mid-Term	
10	11/20/2002	Collection p.55~58	Practice p. 58
11	11/27/2002	Claims & Adjustments p.61~68	Practice p. 70
12	12/04/2002	Sales Letters p.71~75	Practice p. 79
13	12/11/2002	Social Business Letters p81~88	Practice p. 89
14	12/18/2002	Correspondence p.111~114 Minutes p.114~118	Case practice & in class minutes
15	12/25/2002	Formal Reports & review p.126~131 Electronic communication	Practice p.117
16	01/01/2003	Happy New Year—NO SCHOOL!!	Extra Credit Report
17	01/08/2003	Final Exam	

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Teacher Yeh

Textbook: How to Write Better Business Letter, 3rd edition
--by **Andrea B. Geffner**
(Business Communication --by J.F. Buschini & R.R. Reynolds)

Course Description:

Through out the semester, students will be introduced to various styles of business writing in English. Business writing includes personal resume, application letter, tone, punctuation, requests, replies, credits, collections, claims, adjustments, sales letters, social business letters, interoffice correspondences, minutes, and formal reports- all will be discussed in this class. Students are required to respond to many usual business circumstances in written English. Students will be familiar with each type of business letter; and more importantly, will be able to write a formal business letter on their own.

Rubric:

Midterm	20%
Final Exam	30%
Assignments	40%
Participation	10%

Assignments:

No late take home assignment is acceptable unless pre-planned or scheduled with the instructor. All the take home assignments should be typed on neat, clean, bond business papers in English. Hand-written or nameless assignments will always receive a 0. Assignments will be graded based on 1) Professionalism, 2) Response to Prompt, and 3) Correct and Appropriate Format.

Participation:

A weekly attendance record is required by school law. Any in-class notes or writing that are collected and recorded are considered part of your participation. In-class exercises, activities, and discussion are also part of the participation.

Extra Credit:

Extra credits are not required of every single student; however, students who are in danger of failing should consider getting extra credit. Extra credit assignments are unscheduled, and will be announced by the instructor..

Plagiarism:

Since each business case varies from another, copying sentences and paragraphs from classmates or books, regardless of intent, is considered cheating. All work in this class must be original. Once plagiarism is discovered, students will be dropped from this class.