

Fall 2002

AP/WRIT 3003A 3.0	Organizational/Corporate Writing Capstone																							
Course Director:	Name: Marlene Bernholtz ZOOM hours: Mondays, 1:00 – 2:00; 5:30-6:30pm; Thursdays 1:30 – 2:30 pm; other times, by appointment Ext. (416) 736-5134 e-mail: mbrnhltz@yorku.ca ; other information:																							
Time & location:	Mondays, 2:30am-5:20pm Ross S103																							
Delivery Format: (Check one)	<input type="radio"/> LECTURE																							
Description	<p>The course is both practical and theoretical, designed to prepare you to communicate effectively in a public/private business environment. The classroom operates as a business organization, and the term is divided into two parts: 1) Training, during which you will learn and practice new strategies to achieve clear, concise, appropriate communication through a systematic approach that focuses on audience needs and goal-oriented results; 2) Application, where you will apply what you have learned to create the types of documents you are likely to encounter as a professional writer in the business world, including memos, e-mail, proposals, reports, summaries, resumes and cover letters. You will also have opportunities to develop your oral communication as you participate in simulations and presentations, both formal and informal. Readings on rhetoric and logic will enrich your ability to express yourself in the most effective way possible. By the end of the course, you will have a portfolio of documents and a set of skills that will prepare you to communicate effectively in any organizational/business writing environment.</p> <p>Lectures and textbook chapters will introduce key concepts and examples, supplemented by assigned readings and articles in the Canadian Business media (e.g. Blog sites for <i>Harvard Business Review</i>, <i>Fortune</i>, <i>Business Week</i>, <i>Globe and Mail</i>, <i>Canadian Business</i> etc.).</p> <p>Evaluation</p> <table border="1"> <thead> <tr> <th>Assignment</th> <th>Weight</th> <th>Due</th> </tr> </thead> <tbody> <tr> <td>Professionalism</td> <td>10%</td> <td>Weekly (attendance, “training” homework, g individual wiki reflections, individual interview</td> </tr> <tr> <td>Correspondence</td> <td>25%</td> <td>As assigned in class, usually weekly or bi-weekly</td> </tr> <tr> <td>News of the Week</td> <td>15%</td> <td>As assigned, Oct. 18, Nov. 1, Nov. 15</td> </tr> <tr> <td>Business Report</td> <td>20%</td> <td>November 22</td> </tr> <tr> <td>Group Presentation</td> <td>10%</td> <td>November 29/December 6</td> </tr> <tr> <td>Culminating Reflection</td> <td>20%</td> <td>December 6 (officially)</td> </tr> </tbody> </table>			Assignment	Weight	Due	Professionalism	10%	Weekly (attendance, “training” homework, g individual wiki reflections, individual interview	Correspondence	25%	As assigned in class, usually weekly or bi-weekly	News of the Week	15%	As assigned, Oct. 18, Nov. 1, Nov. 15	Business Report	20%	November 22	Group Presentation	10%	November 29/December 6	Culminating Reflection	20%	December 6 (officially)
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Historical Requirement:	PRIOR TO FALL 2009: Course credit exclusions: AP/EN 3800 6.00, AP/EN 4800 6.00 (prior to Fall/Winter 2004-2005).																							
Requirements:	Prerequisite: AP/PRWR 2006 3.00. Course credit exclusion: AS/EN 3710 6.00 (prior to Fall 2012).																							

<p>Reading List: (Subject to change – please check with Instructor/Work Bookstore before purchasing)</p>	<p>Required Texts</p> <ol style="list-style-type: none"> 1. Carolyn Meyer, <i>Communicating for Results: A Student’s Guide 5th Edition</i> (Oxford, Canada, 2020) 2. Jennifer MacLennan (MaCL), <i>Readings for Technical Communication</i> (Oxford University Press, 2008) ** You do not need to purchase this text; 2 copies of MacLennan are available for general loan + an Ebook is accessible through the library catalogue. https://ebookcentral.proquest.com/lib/york/detail.action?docID=3264848 1. Joseph M. Williams and Joseph Bizup, <i>Style: The Basics of Clarity and Grace 5th Edition</i>, (Pearson Canada, 2015) ** This text is your reference for clear, concise writing. Read it and apply the principles to all your writing assignments. 2. Dalhousie APA Style Quick Guide http://libraries.dal.ca/content/dam/dalhousie/pdf/library/Style_Guides/apa_style6.pdf 3. APA Style Blog http://blog.apastyle.org/ <p>NOTE: Please complete readings before the date listed. For example, the readings listed next to “September 13” should be done before 2:30am on Monday, September 13. You will only be able to participate constructively and earn professional contribution marks if you’ve done the readings.</p>
<p>Open To:</p>	<p>PRWR/ENPR 3rd/4th yr. minimum 54 credits must be completed</p>