



**AEC 3033: Research and Business Writing
(3 credit hours)
Fall 2016, Sections 2C97, 142G, 2H82, & 29HD**

INSTRUCTOR:

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Office Hours: By appointment

Course Time and Location

This course will be delivered online. The course meeting times will vary based on the student's schedule. All course modules will open Mondays at 8 a.m. and will close on Sundays at 11:45 p.m.

Course Description and Objectives

This course focuses on strategic written communication for agricultural and life science industries. Students can hone their writing skills and gain experience in effective professional and scholarly writing. Emphasis is placed on ethics, responsibility, accuracy, clarity and style as well as English grammar and spelling. **Course objectives** are to enable students to write effectively in both business and scientific contexts, to write using clear, concise and effective prose as well as accurate grammar, spelling and punctuation, and to communicate information tailored to the needs and expectations of target audiences.

Course Materials

Textbook

Johnson-Sheehan Richard, Technical Communication Today 5th ed., Pearson, ISBN:03219880255.

Required Readings

Each week will have required readings. You will be tested on your knowledge and comprehension of each of the weekly readings. The hyperlinks for each of the required readings are listed later in the syllabus under the Course Schedule. If the hyperlink is not working, it is the students' responsibility to inform the instructor prior to the end of that week.

Canvas Account

All students will be automatically enrolled for Canvas on e-Learning for this course once they have paid registration. Lesson outlines, assignments, resources, grades and other materials will be posted on the course page throughout the semester. Students are expected to check Canvas frequently and are responsible for monitoring their grades on the system. When you are enrolled in this class, you should automatically be enrolled in the Canvas section of this course. It is recommended that you use Internet Explorer or Mozilla Firefox, not Google Chrome or Apple Safari.

Course Expectations

The instructor is committed to helping you improve your writing and critical thinking skills. To that end, **you can expect** constructive feedback on your writing assignments and an opportunity to apply that feedback with rewrite opportunities for several of the assignments. The rewrites can help you improve both your writing and your scores for those assignments.

The Instructor expects collegial class participation, on-time submission of assignments and honest effort. Since this course will be delivered via Internet, there **will NO** exceptions for late submissions of work. The course is a collaborative effort, meaning your classmates rely upon your timely submissions to complete their work. Therefore, if you are late submitting your assignment, it could impact your classmates' ability to complete an assignment.

You will have the entire week to complete your course assignments for that week's module. Even though this course does not meet as a face-to-face class on a weekly basis, you are expected to dedicate just as much time to your learning experience. This course is designed to give you the same learning experience as a face-to-face class. You will need to put just as much effort into successfully

Class Format and Assignments

This class is split into Learning Modules. Each module will have at least one recorded lecture by the instructor. Additionally, each module will have several readings you will be responsible for completing. After reading the assigned material, you will need to write a discussion post to demonstrate your knowledge and comprehension of the subject matter. Also, you will need to read other's discussion contributions and offer thoughts and comments about their posting. Upon completion of each Learning Module, you will be given a quiz based on the readings for that week.

Readings

Readings for the course will be assigned in class and will correspond with topics covered in each lecture. These readings will come from a variety of online sources. Using the Internet to our best advantage, you will be assigned a variety of readings based on that week's topic area. Students are responsible for contacting the instructor, prior to the end of that week, if the hyperlink to a reading is not working properly. *The instructor is not responsible for missed content if students do not contact her in a timely manner.*

Quizzes

Upon the completion of each Learning Module, you will be given a quiz based on the readings and lecture for that week. All quizzes will be administered through Canvas.

Discussion Posts

After watching each Learning Module's recorded lecture and reading the assigned readings for that module, students will compose a discussion post about their thoughts on that week's content. Students will be assigned a "Discussion Section" at the beginning of the semester. Students will be split into eight Discussion Sections (5 students per section). Students will post their weekly discussion to their assigned section.

It is recommended that students originally compose their discussion post using Word or another word processing software program. Each discussion post will be graded for grammar, composition, content and depth. Each

discussion post must cover each of the assigned readings for that week. Students are encouraged to draw on outside examples (videos, websites, etc.) to demonstrate their thoughts and comprehension of the material. *Please see the grading rubric for discussion posts in the Resources Tab of Sakai. **Students are responsible for posting their discussion post by Thursday, each week, by 8 a.m.***

Discussion Comments

To create dialogue within the course, students will be responsible for responding to each of their Discussion Section members' posts each week. The responses to other's discussion post must be professional and maintain a positive atmosphere for the class. **No negative feedback will be tolerated.** Students are not required to agree with their discussion section's thoughts, but they must provide *respectful* comments. Please see the Discussion Comments grading rubric under the Resources Tab of Sakai. **All comments must be posted by Sunday at 11:45 p.m. for credit.**

Submitting Class Assignments

All assignments will be submitted as a Word document through Sakai. All assignments will be submitted electronically through Sakai and **MUST** be in Microsoft Word file type. Your assignments will be graded electronically and resubmitted to you via e-learning (again, as a Word document). There are multiple computer labs on campus that all have Word, if you do not have it on your home computer or laptop you need to make arrangements to use one on campus to submit your assignments.

When submitting assignments on Canvas MAKE SURE you do the following...

- Your assignment is in Microsoft Word. Assignments in any other format will not be accepted.
- Your assignment is submitted before 11:45 p.m. on the day that it is due.
- Submit your assignment correctly on Canvas. If your submission was successful you will see a confirmation page on Canvas and you will receive a confirmation email. If you do not receive this confirmation your assignment was not submitted. You are responsible for ensuring that your assignment is submitted correctly.
- If you notice that you made a mistake (i.e, not including your name in your file name, or the name of the assignment), you may resubmit the assignment correctly. However, if this second submission is after the deadline, your assignment will be counted as late (see late policy below).

Late Assignment Policy

When a due date is given, this means assignments are due before midnight that day. So if an assignment is due July 1, it must be submitted by 11:45 p.m. that night.

- Technical difficulties will **NOT** be an excuse, so plan to submit earlier than that.
- An assignment submitted after this time will receive a **10% deduction per day**, up to three days for late assignments. After **three days** from the assigned due date, the assignment **will not be accepted**.
- If the assignment is due on a Friday, you lose 10% for turning it in on Saturday, 20% for Sunday, and 30% for Monday, which would be the last day to submit. **This policy applies to all major assignments; it does not apply to quizzes and in-class work or assignments.**

Excuse Policy

Any University excused absences must be presented to the instructor or TA two weeks prior to the event. If you miss class due to a medical situation, please provide documentation from the doctor with the specific dates you

are to be excused for. Please speak with the instructor or your TA about any other excuses at least two weeks prior to missing class.

Teaching Assistant (TA) Grading

Your graduate teaching assistant, if one is assigned to the course, will grade all of the assignments you complete out-of-class. If you have questions about your grade on an assignment, please speak with your TA in person. Any grade discrepancies must be addressed **within 1 week** of an assignment being returned. Consult the schedule for dates assignments will be returned. You have 1 week from that day, not the day you choose to check Sakai.

Academic Honesty

In 1995 the UF student body enacted a new honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

In adopting this honor code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the university community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the honor code. Any individual who becomes aware of a violation of the honor code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon community acceptance and enforcement of the honor code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: **“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”**

The university requires all members of its community to be honest in all endeavors. A fundamental principle is that the whole process of learning and pursuit of knowledge is diminished by cheating, plagiarism and other acts of academic dishonesty. In addition, every dishonest act in the academic environment affects other students adversely, from the skewing of the grading curve to giving unfair

advantage for honors or for professional or graduate school admission. Therefore, the university will take severe action against dishonest students. Similarly, measures will be taken against faculty, staff and administrators who practice dishonest or demeaning behavior.

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

(Source: 2007-2008 Undergraduate Catalog)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. **This policy will be vigorously upheld at all times in this course.**

Plagiarism: Prevention and Follow Through

In the past, the instructors and teaching assistants in this course have encountered problems with plagiarism, especially in connection with the research writing portion of the class. Submitting work by others, whether in parts or in whole, is plagiarism. All UF parties involved will be reprimanded if evidence of plagiarism surfaces through the guidelines established by the university conduct board. The student may receive a zero on the assignment or in some cases may receive an E in the course.

- Please note: the major writing assignments in this course have been changed drastically since last semester, making it impossible for you to submit someone else's work from a previous semester.
- All major assignments will be submitted to turnitin.com to compare against other student work across the United States.
- All suspicions of plagiarism will be taken seriously and infractions that have been proven as violations of the honor code will be reported to your college and the university.
- Be aware of self-plagiarism. This includes re-using any written work or data that you have previously completed.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

UF Counseling Services

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. Both the Counseling Center and Student Mental Health Services provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health Services is located on the second floor of the Student Health Care Center in the Infirmary.

On-Campus Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. Both the Counseling Center and Student Mental Health Services provide confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. The Counseling Center is located at 301 Peabody Hall (next to Criser Hall). Student Mental Health Services is located on the second floor of the Student Health Care Center in the Infirmary.

- *University Counseling Center*, 301 Peabody Hall, 392-1575, www.counsel.ufl.edu
- *Career Resource Center*, CR-100 JWRU, 392-1602, www.crc.ufl.edu/

- *Student Mental Health Services*, Rm. 245 Student Health Care Center, 392-1171,
- www.shcc.ufl.edu/smhs/
 Alcohol and Substance Abuse Program (ASAP)
 Center for Sexual Assault / Abuse Recovery & Education (CARE) Eating Disorders Program
 Employee Assistance Program
 Suicide Prevention Program

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/
 For more information regarding your rights as a student, please visit:
<http://www.dso.ufl.edu/studentguide/studentrights.php>

Syllabus Disclaimer (please read)

Serious effort and consideration were used in formulating the syllabus presented by the instructor. While viewed as an educational contract between the instructor and student, unforeseen events may cause changes to the scheduling of assignments, quizzes, etc. The instructor reserves the right to make any changes deemed necessary to best fulfill the course objectives. Students registered for this course will be made aware of any changes in a timely fashion using reasonable means.

Grade Breakdown: Note that grades are based on points not percentages

A	930 to 1000	C-	700 to 729
A-	900 to 929	D+	670 to 699
B+	870 to 899	D	630 to 669
B	830 to 869	D-	600 to 629
B-	800 to 829	E	Below 600
C+	770 to 799		
C	730 to 769		

Gordon Rule

In order to receive credit for the Gordon Rule Writing Requirement you must make a C or better. Thus, a C- does NOT meet the Gordon Rule Writing Requirement.

The Writing Requirement (Gordon Rule) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. In addition to requirements listed in the grading rubrics, grammar, punctuation, clarity, coherence, and organization will be assessed by the instructional team for all submissions.

Course Assignments

Assignment	Due Date	Word Count	Points Available	Points Earned
Syllabus Quiz	August 28	0	10	
Introduction Letter	Sept. 4	600	40	_____
Introduction Slide	Sept. 4	0	10	_____
Resume (R)	Sept. 11	200	50	_____
Cover Letter (R)	Sept. 18	600	50	_____
Letter to the Editor (R)	Oct. 9	600	50	_____
Annotated Bibliography	Oct. 23	750	60	_____
Research Report	Nov. 6	2,000	200	_____
Research Video Presentation	Nov. 13	0	20	_____
News Release (R)	Nov. 20	200	50	_____
Social Media Plan & Content	Nov. 27	100	35	_____
Persuasive Letter (R)	Dec. 4	200	50	_____
Discussion Posts (15 @ 10 pts. each)	Various	1,000	150	_____
Discussion Responses (15 @ 5 pts. each)	Various	250	75	_____
Module Quizzes (15 @ 10 pts. each)	Various	Variable	150	_____
TOTAL POINTS		6,500 Words	1,000	_____

(R) = Rewrite Available

Course Schedule

Week/Module	Module Begin Date	Lesson
1	8/22	Introduction * Writing Well * Grammar
2	8/29	Plagiarism
3	9/5	Resumes
4	9/12	Cover Letters
5	9/19	Ethical Research
6	9/26	Writing for Research * APA Style
7	10/3	Brainstorming for Research Topics
8	10/10	Writing Letters & Memos
9	10/17	Writing Annotated Bibliographies
10	10/24	Writing Research Proposals
11	10/31	Creating Visuals for Research
12	11/7	Presenting Research
13	11/14	Writing for Public Relations / AP Style / News Releases
14	11/21	Writing for Social Networking Tools
15	11/28	Writing to Persuade