RHET 3210 – Business Communication
Course Syllabus

The American University in Cairo
The Department of Rhetoric and Composition

1. Course information
   ● RHET 3210-01
   ● Days and hours the class meets: MR (8:30-9:50am)
     Location of the class: HATEM C206
   ● Prerequisite: RHET 1020 or equivalent and junior standing or instructor approval.

2. Instructor information
   ● Name: Amina El Afifi
   ● Email address: aelafifi@aucegypt.edu
   ● Office telephone number: 1706
   ● Office location: P109 (Waleed Building)
   ● Office hours: MR (1-2 pm)
     U : (1-2 pm)
   ● Turnitin info:
     ID: 17187628
     Enrollment Key: Business

3. Description
   RHET 3210 introduces students to the writing practices and rhetorical principles necessary for
   producing effective business letters, memos, e-mails, resumes, oral presentations, reports, and
   collaborative projects in professional contexts. Based on current research in rhetoric and
   professional writing, the course is guided by the needs and practices of business and by the
   expectations of AUC students and programs.

4. Required Materials
   ● Business and Administrative Communication (Ninth Edition) by Kitty O. Locker & Donna
     S. Kienzler
   ● Online material and material posted on the class wiki
   ● You will also need an AUC e-mail account so that you can access the library databases
     from home.

5. Objectives and Learning Outcomes:
   To prepare students for the writing tasks of the 21st century work environment, all sections of
   RHET 3210 are offered in networked computer classrooms.

   By the end of the course, students will have demonstrated ability to
   ● shape business messages for multiple audiences in various professional situations
• convey messages that demonstrate clarity and precision, audience awareness, you-
  attitude, positive emphasis, and goodwill building

• synthesize information, question assumptions, recognize and avoid logical flaws, and
  evaluate arguments and proposals

• work collaboratively, making insightful and tactful evaluations of others’ performance

• use IT to research, share and communicate messages in digital environments

• deliver a formal oral presentation, using multi-media aids

6. Assignments and Grades:

The assignments in this course are designed to expose you to various types of business
communications within their rhetorical situations – thus some assignments will be conducted in
class while others will be conducted at home. Major assignments include preparing a resume, a
cover letter, job interview simulation, and business report. There will also be a set of low-stakes
assignments & quizzes that will allow for you to strength your communication as well as assess
your understanding of the material. Some assignments will be oral and others written. The idea is
to bring you as close as possible to the context of the communication.

The major assignment in this course is a business proposal that demonstrates all course learning
outcomes. All assignments will filter in/contribute to the preparation of this proposal.

The table below reflects the breakdown of tasks as well as their weight in relation to your overall
grade.

<table>
<thead>
<tr>
<th>Task</th>
<th>Grade Allocation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume</td>
<td>12%</td>
</tr>
<tr>
<td>Bio</td>
<td>5%</td>
</tr>
<tr>
<td>Cover Letter</td>
<td>7%</td>
</tr>
<tr>
<td>Interview</td>
<td>15%</td>
</tr>
<tr>
<td>Chapter Presentation</td>
<td>8%</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>5%</td>
</tr>
<tr>
<td>Low-stakes assignments (quizzes, minutes of meeting)</td>
<td>8%</td>
</tr>
<tr>
<td>Business Report</td>
<td>25%</td>
</tr>
<tr>
<td>Oral Presentation of Business Report/Proposal</td>
<td>5%</td>
</tr>
<tr>
<td>Participation</td>
<td>10%</td>
</tr>
</tbody>
</table>

• The business report has 3 drafts and a peer-review that together make-up the 25% (draft
  1. (2%), Peer review of draft 1. (3%), Draft 2. (12%) and draft 3 is 8%)

• For the chapter presentation, you are individually graded for 5% and 3% will be counted
  for the coherence of the overall group presentation.

7. Grades and Grading in this Course
7.1 Available Grades in the Course (Note: D-, IP, and I grades are not available in this course)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Grade</th>
<th>Range</th>
<th>Grade</th>
<th>Range</th>
<th>Grade</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-94</td>
<td>A-</td>
<td>93-90</td>
<td>B+</td>
<td>89-87</td>
<td>B</td>
<td>86-83</td>
</tr>
<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
<td>C-</td>
<td>72-70</td>
<td>D+</td>
<td>69-67</td>
<td>D</td>
<td>66-60</td>
</tr>
</tbody>
</table>

7.2 Explanation of Final Grades

I will be available for one week following the submission of final grades online. I will also do my utmost to be available on campus on two different days to be meet with you in person.

For additional information about grading and to get answers to questions like
- How will I know at what level (or grade) I am performing during the semester?
- I’m having trouble completing all the work by the end of the semester. What options do I have?
- Can I appeal a specific assignment grade?
- Can I appeal the final course grade given to me by the faculty?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Grading.aspx
8. Course Schedule

*The below timetable is subject to change with students being notified ahead of time. Please make it a point to check the course schedule on the wiki site on a daily basis to make sure you are aware you are prepared.*

<table>
<thead>
<tr>
<th></th>
<th>Class</th>
<th>In Class Activities</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Thursday</td>
<td>Welcome, syllabus, introductions</td>
<td>Read syllabus carefully, bring any questions to next class Monday 5th of February</td>
</tr>
<tr>
<td>2</td>
<td>Monday</td>
<td>Introduction to business communication in its rhetorical situation. (Presentation will be available online)</td>
<td>Consider the jobs you are interested in. Make a list of what makes them attractive for you. How are you a candidate for them? Read Chapter 1 of Kitty Locker</td>
</tr>
<tr>
<td>3</td>
<td>Thursday</td>
<td>Designing a resume. What makes a good resume? Going over different types of resumes.</td>
<td>Reach chapter 1. Of McGraw hill. Link found on site.</td>
</tr>
<tr>
<td>4</td>
<td>Monday</td>
<td>Discussion of reading</td>
<td>Students working on resumes. To be submitted on Thursday 15th on turnitin.com before midnight.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation of Chapter 9. Due next class.</td>
</tr>
<tr>
<td>5</td>
<td>Thursday</td>
<td>Designing a bio. Introduction to class assignment.</td>
<td>Read the introduction of “How to find a job on Linkedin, Facebook and Twitter’. Bio’s due Thursday 22nd of Feb on Turnitin.com</td>
</tr>
<tr>
<td>6</td>
<td>Monday</td>
<td>Discussion of reading. Looking at case studies companies that started out online</td>
<td>Students to read chapter 13 in Kitty Locker on Job Application Letters. Presentation of Chapter due next class.</td>
</tr>
<tr>
<td>7</td>
<td>Thursday</td>
<td>Chapter 13. Presentation. Lecture on Cover Letters</td>
<td>Student cover letters due next class Monday 1st of March on turnitin.com.</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Read chapter 14 in Kitty Locker on interviewing. Sign up for Conferences for Interviews. Chapter 14. Presentation next class.</td>
</tr>
<tr>
<td>8</td>
<td>Monday</td>
<td>Chapter Presentation. Lecture on Interviewing Skills.</td>
<td>Sign up for Conferences for Interviews.</td>
</tr>
<tr>
<td>9</td>
<td>Thursday</td>
<td>Conferences for interviewing</td>
<td></td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
<th>Reading Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Mar</td>
<td>Monday</td>
<td>Conferences for interviewing</td>
<td>Chapter Presentation next class</td>
</tr>
<tr>
<td>10 Mar</td>
<td>Thursday</td>
<td>Chapter 4 Presentation. Lecture on Company Structure</td>
<td>Read Chapter 8 of Kitty Locket for next class. Chapter Presentation next class</td>
</tr>
<tr>
<td>12 Mar</td>
<td>Thursday</td>
<td>Technical lecture on Corporate Communications – Formats for Letters, Memos &amp; E. Mail messages, progress reports and minutes of meetings. Chapter 9. Presentation</td>
<td>Read Chapter 10 of Kitty Locket for next class. Chapter Presentation next class. Prepare minutes of meeting next class.</td>
</tr>
<tr>
<td>13 Mar</td>
<td>Monday</td>
<td>Chapter 10 presentation and lecture</td>
<td>Read Chapter 11 of Kitty Locket for next class. Chapter Presentation next class.</td>
</tr>
<tr>
<td>14 Mar</td>
<td>Thursday</td>
<td>Chapter 11 Presentation. Creating Effective Presentations</td>
<td>Read Kitty Locker Chapter 7. For next class</td>
</tr>
<tr>
<td>16 Mar</td>
<td>Thursday</td>
<td>Introduction to business proposals Introduction To Business Reports Format. Different types of Data Reporting.</td>
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<tr>
<td>17 Mar</td>
<td>Thursday</td>
<td>In class brain-storming session. Business Concepts</td>
<td></td>
</tr>
<tr>
<td>18 Mar</td>
<td>Monday</td>
<td>Introduction To Business Proposal Assignment</td>
<td></td>
</tr>
<tr>
<td>19 Mar</td>
<td>Thursday</td>
<td>Matching Proposals to Report – Communicating needs SWOT analysis lecture and samples – adapting outcomes to audience</td>
<td></td>
</tr>
<tr>
<td>20 Mar</td>
<td>Monday</td>
<td>Class Cancelled Spring Break. Students working on Questioning tools.</td>
<td></td>
</tr>
<tr>
<td>21 Mar</td>
<td>Thursday</td>
<td>Lecture on Executive Summaries</td>
<td></td>
</tr>
<tr>
<td>23 Mar</td>
<td>Thursday</td>
<td>Conferences on Draft 2.</td>
<td></td>
</tr>
<tr>
<td>30 May</td>
<td>Monday</td>
<td>Oral Presentations</td>
<td></td>
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</tbody>
</table>
9. Instructor’s Policies and Expectations
   a) Readings
      It is your responsibility to come to class prepared with the assigned readings and material.
   b) Class Etiquette
      Please turn off your mobile phones prior to your arrival in the classroom. Students giving attention to their phones, sending or receiving messages, or using the computers for activities unrelated to the class will be marked down on class participation.
   c) Paper and assignment formatting requirements can all be found on a document on blackboard.
   d) Questions & Concerns
      Please refer to blackboard for all course info. You will find that the content on blackboard is quite comprehensive and covers most of the questions you may have.
   e) Policy on Late Submissions
      For first drafts, you will drop half a percent for each day it is late. A first draft can thus only be two days late before the student receives a zero.

      For low-stakes: these are usually conducted in class. If you are absent please make it a point to email me on the same day. You need to make these assignments up within the same week otherwise you will receive a zero.

      For remaining assignments, the student will drop half a percentage point for each day it is submitted late. Please note that if the assignment is handed in 5 or more days late that it will receive an automatic zero. This does not apply to assignments where the value is 2 points (these can only be 3 days late at the maximum)

      For Peer-Review, If you miss a peer review session you are to contact me on that day in order to reschedule it. If you miss the peer-review session you will be required to make it up within the same week. Failure to make it up within the same week will result in you receiving an automatic zero on that missed peer review.

   f) Expectations for meeting with the instructor/Communicating with the instructor.
      I will check my email on a daily basis by 7 pm. All emails sent before 7 pm will receive a response. Any email sent after 7 pm will be checked the following day.

Attendance, Absences, and Tardiness
Students are are highly encouraged to attend all classes, as regular class attendance can significantly help a student do better in the class. A student is not allowed to miss more than six classes without severe consequences, up to and including, failing the course. Also, missing more than 10 minutes of a class counts as half of an absence and missing more than 30 minutes of a class counts as a full absence.

There are many important additional guidelines related to this area. To read complete details and to get answers to questions like
Who is responsible for keeping attendance?
What happens if I miss a class? What happens if I exceed six absences?
What is the policy on tardiness or missing part, but not all, of a class session?
What happens if I have a medical excuse, family crisis, or extracurricular activity?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Attendance.aspx/FAQ

Academic Integrity
In accordance with the AUC’s efforts to promote a culture of academic integrity on campus, the Rhetoric and Composition Department strictly enforces the academic integrity principles found in AUC’s Code of Academic Integrity. Instructors are trained to ensure students are doing their own work; additionally, students must also use Turnitin.com for all drafts of major assignments. Violations of academic integrity can lead to serious consequences, including failing the course and having notes about violations committed added to your permanent transcript.

For further details about academic integrity and to get answers to questions such as
- How do I know what is legitimate borrowing from a source and what is plagiarism?
- How will the instructor know if I have copied my paper from the Internet, had the paper written by a professional writing service, or tried some other tricky thing?
- What are the consequences of violations of academic integrity?
- What are the procedures for using Turnitin.com?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Academic_Integrity.aspx

Timely Completion of Required Freshman Classes in the Core Curriculum
AUC has a “Timely Completion Policy” that governs a number of Freshman Program and CORE courses, including RHET 1020. According to this policy, students should complete their RHET 1010, CORE 1010, and RHET 1020 courses during their first two semesters at AUC. Students are not allowed to postpone these courses; they also have a limited number of attempts to pass them.

For further details about timely completion and to get answers to questions such as
- What is “Timely Completion?” How does that affect me taking RHET courses?
- What happens if I fail or drop RHET 1020? Will I be in violation of the completion policy?
- Can I postpone RHET 1020?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Timely_Completion.aspx

Dropping, Failing and Repeating Courses
AUC’s Timely Completion policies say that a student should complete RHET 1010, CORE 1010, and RHET 1020 during their Freshman year. That is the preferred and best process for incoming Freshman students, however, disruptions do happen, and students, at times, drop or fail RHET courses. There are a number of important policies that affect these situations. Importantly, there are restrictions on students being allowed to drop, limits to the number of times a student can fail, and limitations on when and how courses can be repeated.

For further details about dropping, failing, and repeating and to get answers to questions such as:

- I’m thinking about dropping RHET 1020. What should I do?
- What happens if I miss the drop deadline?
- What happens if I fail RHET 1020?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Dropping.aspx

**Special Needs, Concerns, or Additional Support**

The Department of Rhetoric and Composition provides practical support to all students in a fair and equitable manner. Students who have special needs or concerns about the class should talk to their instructors the first week of classes or as soon as possible. AUC complies with the American Disabilities Act of 1990 and Section 504 of the Federal Rehabilitation Act of 1973.

For further details about special needs, concerns or additional support and to get answers to questions such as:

- I have a documented special need. What should I do?
- I feel that I will need some additional support. What should I do?
- I have a concern about the instructor or the course. What should I do?
- What does the writing center offer? How can the writing center help me?

Visit this link or scan this QR code.

http://schools.aucegypt.edu/academics/rhet/FAQ/Pages/Special_Needs.aspx

**Research in RHET**

Research is highly valued at AUC, and students are encouraged to participate in research during their time at AUC, however, research, both on-campus and off-campus, MUST comply with a number of important policies and regulations for security, legal, and ethical reasons. Students who plan to do ANY on-campus research involving people (surveys, interviews, etc) or ANY off-campus research of any nature MUST receive approval PRIOR to starting their research. To begin this process a student should discuss their plans with their instructor as well as be familiar with the policies found at the link below.

For important information about the research process, ethical research, extracurricular research opportunities, and to get answers to questions like:

- When I conduct a survey or an interview, can I collect data from subjects off-campus?
- Do I need any approvals if I collect data from subjects on-campus?
- What is the IRB and what is CAPMAS?
- What presentation or publication opportunities do I have?

Visit the following link or scan this QR code
**Scope of this Syllabus and Contingency Plans**

This syllabus includes all written content, graphic displays, as well as the content referenced in the links/QR codes included in this document. Any student who continues in the course is expected to understand and abide by all policies, guidelines and schedules mentioned therein. However, in the event of the suspension of normal university classes, the initial plan is to continue with the course as long as there is internet accessibility in Egypt, but this may require adjustment to policies, guidelines, and schedules. Thus, in the case of the suspension of classes, please check your email and course website for details about how the course will continue.