ENGLISH 209     WI-BUSINESS WRITING

3 Credits

INSTRUCTOR: Lance Uyeda
OFFICE: Na'auao 129 & 146
OFFICE HOURS: MWF 1:30-3:00; T/Th 9:30-11:00; and by appointment—please see my schedule at http://bit.ly/E2ndS
TELEPHONE: 236-9229
EMAIL: LKUYEDA@hawaii.edu
EFFECTIVE DATE: Fall 2009

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College is committed to excellence in the liberal arts and career development; we support and challenge individuals to develop skills, fulfill their potential, enrich their lives, and become contributing, culturally aware members of our community.

CATALOG DESCRIPTION

ENG 209 Business Writing (3): A study of business and managerial writing; practice in writing letters, memos, and reports, including a report requiring research and documentation. Prerequisite: “C” or better in ENG 100. WCC: DL

Activities Required at Scheduled Times Other Than Class Times:

1. Computer work: Internet, word processing, and email.
2. Team work on group project.
3. Two conferences with instructor.

STUDENT LEARNING OUTCOMES

Students will:

1. Understand the nature and functions of business and managerial writing.
2. Apply a business message to its context, audience, and purpose.
3. Prepare business reports, including a research report involving gathering and analyzing information, drawing conclusions, making recommendations, and documenting sources.
4. Proofread and edit business writing for grammatical, spelling, punctuation, and mechanical errors.
5. Prepare and make effective use of presentation software.
6. Compose effective résumés and employment letters.

COURSE CONTENT

Concepts or Topics

1. Communication Skills
2. Writing Process
3. Professional Correspondence
4. Reporting Workplace Data
5. Technology Skills
6. Communicating for Employment
Skills or Competencies—Students will:

1. Develop an awareness of the need for correct expression and professionalism in oral and written business communication.
2. Understand the technologies commonly used in today's digital workplace.
3. Develop techniques for improving listening, nonverbal, and cross-cultural skills.
4. Evaluate business messages to determine strengths and weaknesses.
5. Apply a three-stage writing process to solve business communication problems.
6. Apply the principles of effective communication to business writing, including audience benefits, "you" view, conversational but professional tone, positive language, inclusive expression, plain English, emphasis, conciseness, and clarity.
7. Compose messages that are readable, use appropriate language, apply parallelism, and use graphic highlighting to convey ideas clearly to readers.
8. Use informal and formal research techniques to gather information.
9. Write sentences and paragraphs that link ideas to build coherence.
10. Apply effective writing and formatting techniques to the composition of e-mail messages, interoffice memos, routine letters, goodwill messages, persuasive messages, negative messages, informal reports, and formal reports.
11. Practice effective techniques for creating, presenting, and following up oral presentations.
12. Write persuasive résumés, cover letters, and other employment documents, as well as learn to optimize employment messages for today's digital workplace.

**COURSE TASKS**

1. Compose ten memos/emails applying the principles of effective business writing for various purposes and audiences.
2. Compose an informal report in an appropriate writing style with effective headings.
3. Compose a formal report of appropriate length, organization, and tone, generated from research, and properly documented in MLA style. Included with this assignment is a presentation software project on the formal report topic.
4. Prepare a résumé and a letter of application.
5. Complete three unit tests. Unit 1 covers ch. 1-4; Unit 2, ch. 5-8, and Unit 3, ch. 9-14.
6. Complete ten homework assignments.
7. Complete grammar exercises.
8. Come to class on time and complete daily writing activity to earn attendance points.

**Points Available**

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memos/Emails/Letters</td>
<td>350</td>
<td>(10 @ 35 points each)</td>
</tr>
<tr>
<td>Formal Report</td>
<td>250</td>
<td></td>
</tr>
<tr>
<td>Unit Tests</td>
<td>150</td>
<td>(3 @ 50 points each)</td>
</tr>
<tr>
<td>Resume and Letter of Application</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Informal Report</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>50</td>
<td>(10 @ 5 points each)</td>
</tr>
<tr>
<td>Grammar Exercises</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>TOTAL POINTS</td>
<td>1000</td>
<td></td>
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</tbody>
</table>

**Grades Available**

A = 900 or above
B = 800-899
C = 700-799
D = 600-699
F = 599 or below

**CR/NC Option:** You must have the official CR/NC form signed by the instructor. You must receive a C or higher to receive credit for the course.
LEARNING RESOURCES

Required text: Essentials of Business Communication, 8e by Mary Ellen Guffey

Course Web: laulima.hawaii.edu (log in using your UH username and password)

COURSE POLICIES

In General, please:

1. Read this syllabus and all handouts and assignment sheets carefully.
2. Study model documents provided in the textbook and in class.
3. Come to class ready with questions.
4. Email or call me (lkuyeda@hawaii.edu; 236-9229) if you have a question that you feel cannot be addressed to the class.
5. See me in person. I am willing to meet with you at odd hours or on the weekend if necessary.

In-Class:

English 209 will be taught in a computer lab using Laulima, an online educational program. Students must have basic computer literacy and a University of Hawaii ID and password to access Laulima and join class activities.

This class involves daily discussions, group work, and other forms of participation in and out of class. Full participation in all activities will have a significant impact on your writing performance and progress.

You may lose up to five points per class period for non-participation in activities or distracting or rude behavior, which includes but is not limited to: 1) leaving your cell phone ringer on, 2) answering your cell phone, 3) text messaging, 4) surfing the net or checking email, 5) talking while a classmate or the instructor presents information, and 6) making disparaging or inappropriate remarks. If you have one or both hands under the table and spend time in class gazing longingly for some reason at your lap, I will assume that you are texting or checking your email and will subtract points accordingly.

Absences/Tardiness:

Absences will count against your semester point total at the following rate:

<table>
<thead>
<tr>
<th>Absence #</th>
<th>Points Lost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3</td>
<td>0</td>
<td>I hope it’s clear here that if you miss eight classes you will lose 75, not 25, points.</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>The first three absences cost you zero points because they are intended to be used for true emergencies. Your fourth absence will cost you points no matter what.</td>
</tr>
<tr>
<td>5</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>n</td>
<td>5(n-3)</td>
<td></td>
</tr>
</tbody>
</table>

- Be on time. A tardy of 15 minutes or more will count as an absence.
- It is your responsibility to keep up with work you miss. Ask your classmates for copies of their notes, for homework and other assignments, and for what other preparation you need for class.

Required Conferences:

You must meet with me in conference at least twice this semester. You can see me individually, in pairs, or in groups of three or four. Non-participation in conferences will be penalized as follows:
<table>
<thead>
<tr>
<th>Conferences Attended</th>
<th>Points Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>2 or more</td>
<td>0</td>
</tr>
</tbody>
</table>

You have multiple writing assignments this semester, some of them worth more points than others. You can maximize the utility of your conference time by meeting with me about your “high value” assignments, but I’m happy to spend as much time as you’d like discussing other questions or concerns.

**Homework:**

A completed assignment will decrease in value by 5% (of its initial point total) for each day it is late (weekends count as one day). A 100 point assignment, for example, will be worth 95 points on the first late day, 90 points on the second late day, and so on. Assignments that are late by seven calendar days or longer will not be accepted.

**Writing Standards:**

**Incomplete work will be returned to you and marked late.** Business writing calls for different formatting in different kinds of documents. Please carefully follow the formatting tips provided in each chapter, and remember that all assignments must be typed. For a brief review of MLA style and formatting, please see the Appendix, pp. A16-A18.

**Bringing Materials to Class:**

In addition to your textbook, you should bring paper and a pen to each class session.

**Emails/Calls:**

Please type grammatically correct emails, using complete words and full sentences (no shorthand, as in “where r u now”). Emails must contain a greeting (Aloha Bob, Dear Mr. Smith, or Hi Lance,) and a signature (Thank you, Sincerely, or just your name). This is a professional correspondence, and you must get in the habit of writing professionally. Avoid "emoticons," slang, abbreviations, and acronyms.

If you have any problems or last minute emergencies, email me or leave a voice mail on my office phone. In general, you should allow for a 24 hour turn-around time on emails. (If you have a question regarding a paper due on Thursday morning, please email me no later than Wednesday morning.) I rarely check email after 8:00PM, and I often don’t check email at all on weekends.

**Extra Help:**

You are responsible for your own learning. I encourage you to ask me questions about the class and the readings and to ask for clarification at any time. I am nice--stop by and see me if you are having difficulty. Free tutoring is available through TRiO Student Support Services; request a tutor early. The contact number for the TRiO office is 235-7487.

**DISABILITIES ACCOMMODATION STATEMENT**

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to fully participate in this class, you are encouraged to contact the Disability Specialist Counselor to discuss reasonable accommodations that will help you succeed in this class. Ann Lemke can be reached at 235-7448, lemke@hawaii.edu, or you may stop by Hale ‘Akoakoa 213 for more information.
COURSE POLICIES CONTRACT

I have read through and reviewed the above Course Policies and the entire English 209 syllabus. By signing this document, I acknowledge not only that I understand the policies and requirements of this course, but also that I understand the consequences of not following these policies.

Signed: ____________________________  (signature)  ______________ (date)

______________________________  (print name)

QUESTIONNAIRE

Preferred Name _______________________________________

Preferred E-Mail Address ______________________________________

Preferred Phone ___________________________________

1. What do you hope this course will teach you? What are your goals in this class?

2. How can I help you meet these goals?

3. What do you intend to do to meet them?

4. What grade would you be satisfied with in this course? Why?

5. What else would you like me to know about you?