ENGLISH 209  WI-BUSINESS WRITING

3 Credits

INSTRUCTOR: Lance Uyeda
OFFICE: Na'auao 129
OFFICE HOURS: MW 11:00-12:00; TR 9:00-10:00; and by appointment
Please see my schedule at http://bit.ly/meetlance
TELEPHONE: 808-236-9229
EMAIL: LKUYEDA@hawaii.edu
EFFECTIVE DATE: Fall 2011

WINDWARD COMMUNITY COLLEGE MISSION STATEMENT

Windward Community College offers innovative programs in the arts and sciences and opportunities to gain knowledge and understanding of Hawai'i and its unique heritage. With a special commitment to support the access and educational needs of Native Hawaiians, we provide O'ahu's Ko'olau region and beyond with liberal arts, career and lifelong learning in a supportive and challenging environment — inspiring students to excellence.

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

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.

WRITING INTENSIVE HALLMARKS

Writing Intensive courses will:
1. Emphasize writing as an essential tool for learning course material.
2. Provide for interaction between the instructor and student as part of the writing process.
3. Establish writing as a major element in determining the grade for the course.
4. Require students to do a significant amount of writing—a minimum of 4,000 words, or the equivalent of 16 typed pages.

COURSE CONTENT

Concepts or Topics
1. Communication Skills
2. Writing Process
3. Subject Matter
4. Reporting Workplace Data
5. Technology Skills
3. Professional Correspondence

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

You must complete ALL assignments to pass this course. Work that is late or incomplete will receive partial or no credit.

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 brief, semi-weekly writing activities ("Discussions") to earn participation points.

Points Available

- Memos/Emails/Letters 350 (10 x 35 points each)
- Formal Report/Presentation 225
- Unit Tests 150 (3 x 50 points each)
- Discussions 100 (13 x 8 points each = 104; 4 pts. extra credit)
- Resume and Letter of Application 70
- Writing Improvement/Misc. Homework 70 (10 x 7 points each)
- Informal Report 35
- TOTAL POINTS 1000
**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:**

- **Homework and writing assignments** are due by **Tuesday at 8:00 PM** each week, unless otherwise noted on the schedule.

Each week, you must contribute substantively to the class **discussion board** by **Thursday at 8:00 PM**.

The flexible nature of online coursework comes with a certain level of responsibility. The following description of “online learners” was developed by Foothill College in California:

Online learning is ideal for:

- Individuals who are self-motivated.
- Individuals who are self-directed learners.
- Individuals who are good readers.
- Individuals who do not procrastinate.
- Individuals who prefer an individualized mode of learning.
- Individuals who do not need the stimulation of a traditional class.
- Individuals who are excited by and fairly comfortable with technology.

Other requirements:

- Ability to access the course for a minimum of 10 hours a week.
- Motivation to adapt to a nontraditional learning environment.

In this class, to be self-motivated and self-directed, you should:

1) Print out this syllabus and the weekly assignments schedule.
2) Follow the online course roadmaps carefully (see “Short Directions” and “Long Directions” links).
3) Complete all reading assignments and other activities on time.
4) Study model documents provided in the textbook and the weekly schedule modules.
5) Post questions to the “Questions” forum (see “Discussions and Private Messages” link). The Questions Forum is an active, hands-on way for you to “become unconfused” in this class.
   a. Contribute replies to posted questions. You will learn more from answering each others’ questions than from reading and studying in isolation. I will often intervene and contribute comments and clarifications on this forum.
6) Email or call Lance (lkuyeda@hawaii.edu; 236-9229); I am friendly.
7) See me in person. The fact that you are taking an online class could mean that you are not much on campus, but I am willing to meet with you at odd hours if necessary (my apologies to anyone not on-island). I will be very happy to meet with you face-to-face, which we will learn in chapter 1 is in many cases the most efficient and speedy method of communication.

**Homework:**

Late work will be penalized as follows:

<table>
<thead>
<tr>
<th>Days Late*</th>
<th>Value Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>15%</td>
</tr>
<tr>
<td>3-7</td>
<td>25%</td>
</tr>
<tr>
<td>8-10</td>
<td>50%</td>
</tr>
<tr>
<td>11 or more</td>
<td>100%</td>
</tr>
</tbody>
</table>

*Calendar days. Fractional points will be rounded down. Incomplete work will be returned to you and marked late.

**Writing Standards:**

Business writing requires 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.

**Emails/Calls:**

**Please email me from one address only. This will help me to sort and manage my course-related email effectively. Please check your hawaii.edu account on a regular basis. I will send email announcements to that account only. Instructions on forwarding your hawaii.edu account are here: http://www.hawaii.edu/askus/104.**

Please write grammatically correct emails, using complete words and full sentences (no shorthand, such as “where r u now”). Start with a greeting (Aloha Bob, Dear Mr. Smith, or Hi Lance), and end with a signature (Thank you, Sincerely, or just your name). Get in the habit of writing professionally!

If you have any problems or last minute emergencies, email me or leave a voice mail on my office phone. Please allow for a 24 hour turn-around time on emails (i.e. if you have a question regarding an assignment due on Tuesday, send your email on Monday morning).

**Extra Help:**

I encourage you to ask me questions about the class and to ask for clarification at any time.

On campus, 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

(You may submit your responses by pasting or typing them on our course “Assignments” page on Laulima, or by submitting them as an attachment)

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: _______________________________  ________________________
      (type your name)                      (date)

QUESTIONNAIRE

Preferred Name ________________________________

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?