CRN: 60225 and 60226 (ENG 209, Business Writing)
3 credits

INSTRUCTOR: Annette Priesman
OFFICE: Manaleo 110
OFFICE HOURS (times students may drop in for help): TBA
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EFFECTIVE DATE: Spring semester, 2019

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 the Ko‘olau region of O‘ahu 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.

This section focuses on how businesses in Hawaii might become more ecologically aware of their impact on the environment, and how they can improve their business in relation to the environment and sustainability.

Please note: This ENG 209 course section is S-related, meaning that some assignments and content will concentrate on issues of sustainability within the realm of business. For more information, please visit: https://windward.hawaii.edu/Committees/Sustainability_Curriculum/

Additionally, this course is a Writing Intensive (WI) course. WI courses use writing as a means of learning. Hallmarks of WI courses include:

**W1.** The class uses writing to promote the learning of course materials.

**W2.** The class provides interaction between the instructor and students while students do assigned writing.

**W3.** Written assignments contribute significantly to each student’s course grade.

**W4.** The class requires students to do a substantial amount of writing—a minimum of 4,000 words, or about 16 pages.

**W5.** To allow for meaningful professor-student interaction on each student’s writing, the class is restricted to 20 students.
Students are required to conference individually with the instructor at least once during the semester.

Activities Required at Scheduled Times Other Than Class Times
Students are required to conference with the instructor at least once during the course. Conferences can take place either in person, by telephone, or by zoom (here is the link: https://zoom.us/j/8868567997)

STUDENT LEARNING OUTCOMES
As a result of taking this course, students can expect to attain the following outcomes:

1. Compose and edit business messages and reports for specific contexts, audiences, and purposes.

2. Conduct business research by gathering and analyzing information, drawing conclusions, documenting sources, and presenting results both in writing and orally.

3. Develop collaborative communication and writing skills.

4. Proofread and edit business writing for grammatical, spelling, punctuation and mechanical errors.

WRITTEN COMMUNICATION HALLMARKS
Additionally, this course will also:

Introduce students to different forms of college-level writing, including, but not limited to, academic discourse, and guide them in writing for different purposes and audiences.

Provide students with guided practice of writing processes--planning, drafting, critiquing, revising, and editing--making effective use of written and oral feedback from the faculty instructor and from peers.

Require at least 5000 words of finished prose--equivalent to approximately 20 typewritten/printed pages.

Help students develop information literacy by teaching search strategies, critical evaluation of information and sources, and effective selection of information for specific purposes and audiences; teach appropriate ways to incorporate such information, acknowledge sources and provide citations.

Help students read texts and make use of a variety of sources in expressing their own ideas, perspectives, and/or opinions in writing.

Windward Community College is an equal opportunity, affirmative action institution.
COURSE CONTENT

Concepts or Topics
- Communication skills
- Writing process
- Professional correspondence
- Reporting workplace data
- Technology skills
- Communicating for employment

Skills or Competencies
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, and clarity
7. Compose messages that are readable, use appropriate language, apply parallelism, and use graphic highlighting to convey ideas clearly to readers

COURSE TASKS
Students will write their own resume and cover letter, two business letters, and one business memo. Additionally, students will design a logo, write an analytical report on the business of their choice, and post weekly reading responses. Finally, students will be required to write a two-page reflection of the course.

The analytical report must be 8-10 pages in length, not including the cover page, nor the works cited page(s). The analytical report requires students to research a small business on O‘ahu with less than twenty employees, and to offer solutions on how the business might reduce its carbon footprint by “going greener.” You will need to identify any ecological-related problems the business you are researching has early on, research ways to rectify the problem(s), and offer reasonable solutions to said problem(s). Given the globalization of big business, coupled with the destruction of the environment, as a small business researcher, you must find ways to suggest how the business you are researching might become more sustainable in order to reduce its carbon footprint. All research papers require proper research and full MLA documentation.

Note: there are no revisions for this course.

ASSESSMENT TASKS AND GRADING
Grades for assignments turned in up to one week late will be reduced by 10%; after that, no late work will be accepted. Requests for extensions must be made no less than one week BEFORE the due date, and extensions are granted at the instructor’s discretion.
Grading Scale
Resume and Cover Letter (RA) 10%
Reading Responses (RR) 15%
Letters 1 and 2 (LA) 15%
Memo (MA) 15%
Logo Design (LD) 10%
Analytical Report (AR) 25%
Course Reflection (CR) 10%

100-90 A
89-80 B
79-70 C
69-60 D
<60 F

LEARNING RESOURCES
Required:
Access to a computer

All textbook information (pricing, ISBN #, ebooks) for this course can be found on the WCC Bookstore website: <wcc.edu/bookstore>.

Students can also visit the Writing Center (Library, room 222) for additional tutoring in comprehension and writing.

The Speech Lab (Library, room 221) will help students prepare for and practice class presentations and leading a class discussion.

Students can also seek online help in writing by visiting Tutor.com. The URL for WCC is: https://windward.hawaii.edu/tutor.com/

ADDITIONAL INFORMATION
MySuccess: Students may be referred for extra help or advising through MySuccess. Students can also explore resources at MySuccess.Hawaii.edu and windward.hawaii.edu/MySuccess

Course Policies
I understand that you are all adults with numerous other responsibilities and obligations beyond the realm of the virtual classroom. But in fairness to students in the class, I shall enforce the following policies regarding attendance and assignments:

Drafts: Writing is a process, and all essays must go through several drafts. I do not grade drafts, but instead offer suggestions for revision. Please email me your drafts for feedback any time.

Statement of Academic Honesty

Windward Community College is an equal opportunity, affirmative action institution.
Plagiarism is especially seductive and easy in the era of the internet, but you can use relevant sources appropriately. In this class, you will learn how to use the ideas of others to develop arguments of your own and cite others’ words and ideas properly. Plagiarism is an academic offense and I take it very seriously. Any student engaged in any of the following activities will receive zero credit for the assignment and/or an F for the course.

The following are examples of the types of behavior that conflict with the community standards that the UH values and expects of students. Engaging in, or attempting to engage in any of these behaviors subjects a student to the disciplinary process and sanctions on each campus.

- Acts of dishonesty, including but not limited to the following:
  a. Cheating, plagiarism, or other forms of academic dishonesty.
  b. Furnishing false information to any UH official, faculty member, or office.
  c. Forgery, alteration, or misuse of any UH document, record, or form of identification.

7. The term "cheating" includes, but is not limited to: (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) use of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; (3) the acquisition, without permission, of tests or other academic material belonging to a member of the UH faculty, staff or student (4) engaging in any behavior specifically prohibited by a faculty member in the course syllabus or class discussion.

8. The term "plagiarism" includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

Plagiarism also includes neglecting to identify as a quotation a documented idea that has not been assimilated into the student’s language and style; paraphrasing a passage so closely that the reader is misled as to the source; submitting the same written or oral material in more than one course without obtaining authorization from the instructors involved; and ‘dry-labbing,’ which includes obtaining and using experimental data from other students without the expressed consent of the instructor, utilizing experimental data and laboratory write-ups from other sections of the course or from previous semesters, and fabricating data to fit the expected results.”

**Please note:** students found plagiarizing will be reported to the Vice Chancellor for Student Affairs, will receive an F for the assignment, and may receive an F for the course.

Formatting: all assignments must be typed (double-spaced, Times New Roman, 12pt. font, 1 inch margins) and adhere to MLA style documentation format when appropriate.

**English Proficiency and Writing Tutoring:**
If you are having problems, please speak with me and seek help from the Writing Center. The Writing Center (Library 222) is staffed by a full-time faculty member; all tutoring complements and supports classroom instruction. Tutoring is designed to meet each student's individual needs, and it is generally given in one-to-one sessions. You do not need an appointment. Tutors are available on a walk-in, first-come - first-served basis.
DISABILITIES ACCOMMODATIONS
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 ‘Ākoakoa 213 for more information.

TITLE IX
Title IX prohibits discrimination on the basis of sex in education programs and activities that receive federal financial assistance. Specifically, Title IX prohibits sex discrimination; sexual harassment and gender-based harassment, including harassment based on actual or perceived sex, gender, sexual orientation, gender identity, or gender expression; sexual assault; sexual exploitation; domestic violence; dating violence; and stalking. For more information regarding your rights under Title IX, please visit: https://windward.hawaii.edu/Title_IX/.

Windward Community College is committed to the pursuit of equal education. If you or someone you know has experienced sex discrimination or gender-based violence, WCC has resources to support you. To speak with someone confidentially, contact the Mental Health & Wellness Office at 808-235-7393 or Kaahu Alo, Designated Confidential Advocate for Students, at 808-235-7354 or kaahualo@hawaii.edu. To make a formal report, contact the Title IX Coordinator, Karla K. Silva-Park, at 808-235-7468 or karlas@hawaii.edu.

ACADEMIC INTEGRITY
Work submitted by a student must be the student’s own work. The work of others should be explicitly marked, such as through use of quotes or summarizing with reference to the original author.

In this class, students who commit academic dishonesty, cheating or plagiarism will have the following consequence(s):

Students will receive a failing grade for plagiarized assignments.

All cases of academic dishonesty are referred to the Vice Chancellor for Student Affairs.

ALTERNATE CONTACT INFORMATION
If you are unable to contact the instructor, have questions that your instructor cannot answer, or for any other issues, please contact the Academic Affairs Office:

Location: Alakai 121
Phone: 808-235-7422
Email: wccaa@hawaii.edu