

ENGLISH 209 WI-BUSINESS WRITING (3 Credits)

MW 8:30-9:45 'Ākoakoa 113 (CRN 60212)
TTH 11:30-12:45 'Ākoakoa 113 (CRN 60213)

INSTRUCTOR: Desi Poteet **E-MAIL:** poteetd@hawaii.edu
OFFICE: 'Ākoakoa 237 **PHONE:** 236-9188
OFFICE HOURS: M-TH, 10-11 and by appointment
EFFECTIVE DATE: Spring 2014

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

Activities Required at Scheduled Times Other Than Class Times:

- ▣ Computer work: Internet, word processing, and e-mail.
- ▣ Team work on group project.
- ▣ Two conferences with instructor; weekly team conferences on research project.
- ▣ Attend career fair and/or WCC events and/or view TED Talks.

STUDENT LEARNING OUTCOMES

Students will:

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

WRITING INTENSIVE HALLMARKS

1. **The course uses writing to promote the learning of course materials.** Instructors assign formal and informal writing, both in class and out, to increase students' understanding of course material as well as to improve writing skills.
2. **The course provides interaction between teacher and students while students do assigned writing.** Individual conferences are mandatory for WI courses at WCC.
3. **Writing contributes significantly to each student's course grade.** Writing assignments must make up at least 40% of each student's course grade.
4. **The course requires students to do a substantial amount of writing--a minimum of 4000 words, or about 16 pages.** Depending on the course content, students may write analytic essays, critical reviews, journals, lab reports, research reports, or reaction papers, etc. In-class exams and drafts are not counted toward the 4000-word minimum.
5. To allow for meaningful professor-student interaction on each student's writing, **the class is restricted to 20 students.** *In addition, two conferences are mandatory.

COURSE CONTENT

<p><i>Concepts or Topics</i></p> <ol style="list-style-type: none"> 1. Communication Skills 2. Writing Process 3. Professional Correspondence 	<ol style="list-style-type: none"> 4. Reporting Workplace Data 5. Technology Skills 6. Communicating for Employment
<p><i>Skills or Competencies—Students will:</i></p> <ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 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

- Compose e-mails, memos and letters applying the principles of effective business writing for various purposes and audiences.
- Compose an informal report in an appropriate writing style with effective headings.
- 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.
- Prepare a résumé and a letter of application.
- Complete three unit tests. Unit 1 covers ch. 1-4; Unit 2, ch. 5-8, and Unit 3, ch. 9-14.
- Complete research, writing improvement, and other homework assignments.
- Attend WCC events/watch TED Talks; prepare review: reflections/reports/ responses.

Points Available:

350	E-mails/Memos/Letters (10 @ 35 points each)
250	Formal Report Project (proposal, report, PowerPoint, and oral presentation)
100	Worksheet (10), Résumé (40), and Cover Letter (40)
150	Unit Tests (3 @ 50 points each)
100	Writing Improvement/Research Exercises/Other Assignments
50	Attend WCC events/watch TED Talks and prepare reviews (2 @ 25 points each)

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, 9e by Mary Ellen Guffey and Dana Loewy

Course Web:

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

COURSE POLICIES

Classroom Etiquette:

Our classroom is a collaborative learning community. We each bring to this classroom a unique and valuable set of life experiences. We can learn from one another and in the process discover who we are... who we are still becoming. **In order for us to take advantage of this exciting opportunity to discover, learn, and evolve, we must create an environment in which we respect, celebrate, and support our differences.**

Mutual respect – at all times.

To minimize distractions, please turn off and put away your cell phones and other electronic devices. Also, please no eating or drinking in class.

In General, please:

- Read this syllabus and all handouts and assignment sheets carefully.
- Read and annotate reading assignments.
- Study model documents provided in the textbook and in class.
- Come to class ready with questions.
- E-mail or call me (poteetd@hawaii.edu; 236-9188) if you have a question that you feel cannot be addressed to the class.
- See me in person. Drop by during office hours or make an appointment.

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 Hawai'i 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 e-mail, 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 e-mail and will subtract points accordingly.

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.

Free tutoring is available through TRiO Student Support Services; request a tutor early. The contact number for the TRiO office is 235-7487.

The Writing Lab (located in the library) provides you with an environment in which to work with writing coaches to help you improve your work.

Homework:

Late work will be penalized as follows:

Days Late*	Value Lost
1-2	15%
3-5	25%
6-8	50%
9 or more	100%

**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 except for writing improvement exercises must be typed. For a brief review of MLA style and formatting, please see the Appendix, pp. A15-A17.

E-mails/Calls:

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

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

Attendance:

College classes are not like work days. They are, rather, like special sessions or workshops for which you’ve set aside time and money. Additionally, state taxpayers heavily subsidize your class time. For these reasons, you will lose twenty-five points from your semester total for each class you miss. In other words, credit for attendance in this course is nonrefundable.

Late arrivals disrupt the class, so please be on time. Three (3) tardy arrivals (5-15 minutes) equal one absence. Two (2) tardy arrivals (15-30 minutes equal one absence). 31+minutes tardy equals one absence. Attendance is MANDATORY. You will lose 25 points per absence. If you do miss a class, it is YOUR responsibility to contact your classmates to find out what you missed and what you need to do to prepare for the next class. A total of seven or more (7+) absences/tardy arrivals will result in failure to pass the course.

Conferences:

You are required to meet with me at least **two times** throughout the semester to discuss drafts of your writing assignments. Make an appointment with me or stop by during my office hours.

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.

PLAGIARISM

Plagiarism will not be tolerated. All sources used in your papers must be properly cited according to MLA format. If in doubt, see me prior to turning in your paper.

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.

