

ENGLISH 209 Business Writing - Online
CRN 61057 Writing Intensive
3 Credits

INSTRUCTOR: Annette Priesman

OFFICE HOURS: By appointment, Skype is also available (annette.priesman)

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EFFECTIVE DATE: Summer Session 1, 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. Please note: this section focuses on how businesses in Hawaii might become more ecologically aware of their impact on the environment, and how they can reduce their carbon footprint.

STUDENT LEARNING OUTCOMES

The student learning outcomes for the course are:

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.

Please note: this is a Writing Intensive course (WI). WI 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.

DIRE WORDS OF WARNING

One main reason why students fail an online class is because they think the course will be easier than a face-to-face class. Online classes are not easier and in many ways they are more difficult. Students are more likely to fail online classes than regular face-to-face classes, and online classes demand that students keep up with the coursework, interact with their fellow students, and contact their teachers any time that they have a problem.

For general information on online courses, visit <http://windward.hawaii.edu/online/>.

For technical help, email Brian Richardson at richards@hawaii.edu

For library help, email Diane Sakai at dsakai@hawaii.edu

or contact your instructor at priesman@hawaii.edu

Seek help early!

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

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 post a weekly discussion thread to the Discussion Board on Lulima. Your discussion thread should focus on the week's reading and any connections you can make between the reading, the week's assignment, and your own experience in the world of business.

Students will begin by writing a cover letter and a resume.

Students will also write two (2) business letters: the first letter responds to a successful interview, congratulating the applicant on a position of hire, while the second letter confirms the termination of an employee after 18 years of service.

Students will also write two (2) business memos, and two (2) reports (one informative and one analytical, 4-5 and 8-10 pages reflectively, not including the cover page and the works cited page).

Finally, students will be required to watch two films: The Story of Stuff (available on YouTube) and An Inconvenient Truth (available on putlocker.com or from the Windward CC library). Both films are free.

Please note: students must complete ALL assignments in order to pass this course.

DISCUSSION THREAD POSTINGS

On most weeks, you will post to a discussion thread under "Discussion" on Lulima. I shall offer detailed instructions for your postings each week, and you will typically be asked to respond to specific questions related to the assigned materials (readings and videos) that week. Your posts will need to be at least 300 words long, and you are strongly encouraged to also read and respond to other students' posts – in many ways, these threads serve as our "class discussions" for this online course, and so they are also an appropriate place for you to post any questions or concerns about assigned readings or the course.

EMAIL AND LAULIMA

Important announcements regarding the course and upcoming assignments are frequently posted on Lulima and forwarded to your email, so be sure to check both your hawaii.edu email account and our course Lulima page regularly (at least every other day) for the duration of this course. If you send me a question via email, you may expect a response either directly or to the class as a whole within 48 hours. I am also happy to provide feedback on your work via email, but please remember the 48-hour window if an assignment is due. Additionally, you will email me your assignments for grade through your Hawaii.edu account. Please use Microsoft Word, and email me assignments for grade as attachments to your email.

GRADING

Grades for assignments turned in one class period late will be reduced by 10%; after that, no late assignments will be accepted. Requests for extensions must be made at least one week BEFORE the due date, and extensions are granted at the instructor's discretion.

Grading Scale:

| | |
|-------------------------------|-----|
| Cover letter and resume (CRA) | 10% |
| Letters x 2 (LA) | 15% |
| Memos x 2 (MA) | 15% |
| Informative Report (IR) | 15% |
| Discussion Board (DB) | 20% |
| Analytical Report (AR) | 25% |

Grading scale:

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

LEARNING RESOURCES

Guffey, Mary-Ellen and Dana Loewy. *Essentials of Business Communication*. 8ed. Ohio: Cengage Learning, 2010.

PLEASE NOTE – FOR YOUR CONVENIENCE, A COPY OF THIS TEXTBOOK WILL BE ADDED TO YOUR GOOGLEDPCS ACCOUNT.

ADDITIONAL INFORMATION

Credit hours:

This is a 3-credit course and consequently students enrolled in this course are expected to devote a total of roughly 140 hours completing assigned readings and viewing videos, working on writing assignments, completing homework exercises and reflection letters, and reviewing grammar and MLA formatting rules. This translates to 9 hours a week for 15 weeks, which means that the course is MUCH more intense in the summer.

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 all students, I shall enforce the following policies regarding attendance and assignments:

Course Requirements:

1.) Completion of Writing Assignments: You have to complete and turn in ALL the assignments in order to pass the course. Final drafts of all assignments, as well as discussion thread postings, need to be posted on Lulima by 11:59pm on their due dates. If an assignment is turned in at 12 midnight or after, it will be considered late. Again: grades for assignments turned in one class period late will be reduced by 10%; after that, no late assignments will be accepted.

2.) Student Conduct: This course is designed to foster an attitude of open-minded curiosity and interest in others' points of view. As in the 'real' classroom, the 'virtual classroom requires students to always remain professional and respectful.

Note: in the game of business, players are only ever given one chance. Thus, there will be no chance to revise any assignments in this course. As in the game of business, if you do it right the first time, you win.

Statement of Academic Honesty: Plagiarism is especially seductive and easy in the era of the Internet, but you are capable of using relevant sources appropriately. In this class, you will learn how to use the ideas of others in order to develop arguments of your own and cite others' words and ideas properly. **Plagiarism is an academic offense and I take it seriously.** Any student engaged in any of the following activities will receive zero credit for the assignment and/or an F for the course as I see fit. Plagiarism, as defined by University of Hawaii's Student Conduct Code, states:

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:

- Cheating, plagiarism, or other forms of academic dishonesty.
- Furnishing false information to any UH official, faculty member, or office.
- Forgery, alteration, or misuse of any UH document, record, or form of identification.

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.

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 express 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.

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

Revised May 12, 2014