CRN: 63580 ENG209 Business Writing
Writing Intensive
3 Credits
Online

INSTRUCTOR: Annette Priesman
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OFFICE HOURS: TBA
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EFFECTIVE DATE: Fall 2016

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 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:

1. The use of writing to promote the learning of course material. Instructors assign formal and informal writing, both in and out of class, to increase students' understanding course material as well as to improve writing skills.
2. The interaction between instructor and students while students do assigned in-class writing. In this course, we will have numerous peer-review sessions whereby the instructor will give feedback to students regarding the writing process, from brainstorming ideas to final editing.
3. The significant contribution of writing from each student for the duration of the course. Note: writing assignments must make up at least 40% of each student's final grade.

4. The course requires students to complete a minimum of 4000 words/16 pages of finished prose.
5. Students are required to conference individually with the instructor at least once during the semester.

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.

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 write a weekly response to the weekly readings, their own resume, two (2) business letters, one (1) business memo, and two (2) reports (one informative and one analytical).

ASSESSMENT TASKS AND GRADING

Grades for assignments turned in up to one week late will be reduced by 10%. Assignments turned in one week or more after due date will not 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. Please email all assignments (whether it's a draft or for grade) to Priesman@hawaii.edu

Grading Scale:

Reading Responses	(RR)	10%
Resume	(RA)	10%
Letters 1 and 2	(LA)	20%
Memo	(MA)	15%
Informative Report	(IR)	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. 10th ed, Ohio: Cengage Learning, 2010.

ADDITIONAL INFORMATION

ONLINE ATTENDANCE

Students are not required to be online at a certain time for this course and have the flexibility to access the course at any time via laulima.hawaii.edu. However, all assignments must be completed by the due date and time specified. Computers are available for use at the Kaneohe Campus. Not having access to the Internet is not an excuse for missing assignments.

It is important that you plan to devote a regular block of time to this course each week (I do not recommend trying to squeeze this class in during the weekend.) I shall post announcements and send email quite often, so plan on checking in daily Monday through Friday.

Alternate Technology Access Plan:
In registering for a Distance Education course (Cable or Web) the student is responsible for finding immediate alternate access to a computer with Internet connectivity or cable television should that student experience any technical difficulties. Technical difficulties can include but are not limited to problems with a student's computer hardware/software; inoperability of a student's VCR or DVR; lack of service by a student's Internet Service Provider (ISP) or Cable Provider. Technical issues do not constitute the extension of an assignment, project, quiz, or exam deadline unless agreed upon by the instructor.

An **Alternate Technology Access Plan** will be made by the student prior to the start of the semester and should be implemented immediately upon encountering technical difficulties. The student is required to continue course work as a result of having an alternate plan of access while independently resolving any technical issues with hardware/software, VCR/DVD, ISP, or Cable Provider.

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 face-to-face classes, and online classes demand that students keep up with the coursework, interact with their fellow students, and contact their instructors any time they have a problem.

For general information about online courses, visit http://windward.hawaii.edu/online/
For technical help, email help@hawaii.edu or call (808) 956-8883. Neighbor islands call toll free: (800) 558-2669. Hours of operation: Mon-Thurs: 8:00 am – 7:00 pm; Fri: 8:00 am – 4:30 pm.
For library help, email Tara Severns at severns@hawaii.edu
Or contact your instructor at priesman@hawaii.edu
Seek help early!

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 a draft of your work if you would like specific feedback on any assignment. Please note: if you email me after 6:00 pm, I may not be able to respond until the next day. Likewise, if you email me on Sundays, I may not respond until Monday.

Revisions: There are no revisions for this course.

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 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.

1. 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.

2. 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.

3. 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.

Formatting: the reading responses, letters assignment, resume assignment, and memo assignment must be typed, single-spaced, Times New Roman, 12pt. font, 1 inch margins, while the informative report and the analytical report must be double-spaced. Reports must also adhere to MLA style documentation format when appropriate. Please be sure your files are saved as a *.doc* or a *.docx* file.

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.