

ENGLISH 209 WI-BUSINESS WRITING (3 Credits) (online)

INSTRUCTOR: Desi Poteet **E-MAIL:** poteetd@hawaii.edu
OFFICE: 'Ākoakoa 237 **PHONE:** 236-9188
OFFICE HOURS: M-TH 10-11 and by appointment.
I look forward to the individual conferences we will have this semester by phone, Skype, or in person.
EFFECTIVE DATE: Spring 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. WCC: DL

Required Activities:

- Computer work: Internet, word processing, and e-mail.
- Team work on various projects.
- At least two phone/Skype/or in-person conferences with instructor.
- Complete various assignments.

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

- Read and annotate reading assignments; take chapter pre- and post-tests.
- Hone grammar skills through GM exercises and quizzes.
- 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.
- Complete brief, weekly writing activities (“Discussions”) to earn participation points.
- Conference with instructor to discuss work (at least twice).

Points Available (based on timely completion and quality of work):

Assignments	Points Possible	Total Points Possible
Annotations (14)	14 @ 2 pts. each	28
Chapter Quizzes	14 @ 5 pts. each	70
Grammar Quizzes	14 @ 5 pts. each; pretest 5 pts.; post-test 10 pts.	85
Writing Improvement Exercises	7 @ 5 pts. each	35
AC: E-mails/Memos/Letters	10 @ 20 pts. each	200
Discussion Board Posts	10 @ 10 pts. each	100
Cover Letter & Résumé Project	Worksheet 5 pts.; Ad. 5 pts. CL 20 pts. Résumé	50
Informal Report	50 pts.	50
Formal Report Project (proposal, research, drafts, final report, and PowerPoint)	250 pts.	250
Unit Tests	3 @ 50 pts.	150
		1018

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 AND OTHER IMPORTANT INFORMATION

Classroom Etiquette:

Our online 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 and maintain an environment in which we respect, celebrate, and support our differences.**

Mutual respect – at all times.

In General:

- Assignments are due by Thursday at 11:59 p.m. on the due date, unless otherwise noted. Please plan to post your work at least a day ahead of schedule, as Internet, computer, work/personal issues often undermine deadlines.
- Each week, you must contribute substantively to the class discussion board by 11:59 pm. of the due date.
- Read this syllabus, all handouts, assignment sheets, and links to information carefully.
- Read and annotate reading assignments.
- Study model documents provided in the textbook and via online class.
- E-mail or call me at (poteetd@hawaii.edu; 236-9188) if you have a question.
- See me in person. Drop by during office hours or make an appointment. I am available Monday-Friday 8 a.m. – 5 p.m., not including holidays.

Online-Class:

English 209 will be taught online 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 online class involves discussions, group work, and other forms of participation throughout the semester. Full participation in all activities will have a significant impact on your writing performance and progress.

The flexible nature of online coursework requires self-discipline and responsibility. The following description of “online learners” was developed by Foothill College in California. Online learning is ideal for individuals who...

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

Other requirements:

- ☑ Ability to access the course for a **miniumum of 10 hours a week.**
- ☑ Motivation to adapt to a non-traditional 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. Familiarize yourself with our Lualima class site.
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.
6. 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.
7. E-mail or call Desi: (poteetd@hawaii.edu; 236-9188); I am friendly and helpful.
8. See me in person. My office is located above the WCC Bookstore.

Late Homework:

- **Assignments worth 19 points or fewer will not be accepted late.**
- **Assignments worth 20 points or more will be penalized for lateness as follows:**

Days Late* Value Lost

1-2	25%
3-5	50%
6 or more	100%

***Calendar days not class days.** Fractional points will be rounded down. Incomplete work will be returned to you and marked late.

Extra Help:

You are responsible for your own learning. I encourage you to ask me questions about the class, readings, and assignments and to ask for clarification at any time.

One of the best resources on campus is the TRiO Student Support Services office, which provides tutoring and a range of other opportunities to eligible students. 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.

MySuccess Support:

MySuccess is an early alert system currently available for student support. If I feel you may be struggling, I may refer you to this service.

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:

Communicating with students is my top priority. Please allow for a 24-hour turn-around time on e-mails (i.e. if you have a question regarding an assignment due on Thursday, send your e-mail by Wednesday morning). I will periodically check my e-mails Monday-Friday 8 a.m. – 5 p.m., not including holidays.

If I have not responded to your message in twenty-four hours, please e-mail me again.

Please e-mail me from one e-mail address only, as this will help me to sort and manage my e-mails effectively.

Please check your hawaii.edu account on a regular basis. I will send e-mail announcements to that account only.

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!

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.

The conference can be in person, via Skype, or via phone conference. 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.

Time Management—A Key to Success:

Many students attend school while balancing family and work responsibilities. In order to achieve success personally, professionally, and academically, successful time management is key. Make sure to calendar your academic responsibilities along with your family commitments, work schedule, and special events. Planning ahead will help you stay on track in completing assignments on time, while meeting other obligations in your life. In addition, set aside time to sleep, exercise, eat nutritious meals, and to engage in activities that relax and energize you.

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.

