



UNIVERSITY of HAWAII®
WINDWARD
COMMUNITY COLLEGE

CRN: 61015 (ENG 209, Business Writing)
Online, 3 credits

INSTRUCTOR: Annette Priesman, Assistant Professor

OFFICE HOURS: By appointment

TELEPHONE: 808-227-3807

EFFECTIVE DATE: Spring 2021

EMAIL: priesman@hawaii.edu

Zoom: <https://zoom.us/j/8868567997>

Passcode: WINCC (case-sensitive)

Note: the instructor reserves the right to change the syllabus, the course schedule, and any assignments at any time during this course

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 **before March 15**. Conferences can take place by telephone or by zoom. It is up to you to arrange your conference.

STUDENT LEARNING OUTCOMES (SLOs)

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 4000 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.

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 reflection of the course. All writing assignments must be written in Microsoft Word, 12 pt. font, unless otherwise stated on the assignment.

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). You will also need to interview the owner/manager (prepare your questions first). 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. For more details, read the Analytical Report Assignment in Lualima

Students will email drafts and assignments for grade to the instructor (priesman@hawaii.edu). Reading responses are to be posted in the Discussion folder in Lualima.

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

Reading Responses (RR; 1 page)	10%
Resume and Cover Letter (RA; 1 page)	15%
Letters 1 and 2 (LA; 1 page each)	15%
Memo (MA; 1 page)	15%
Logo Design (LD; 1 page)	10%
Analytical Report (AR; 8-10 pages)	25%
Course Reflection (CR; 2 pages)	10%

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

Note: there are no revisions for this course.

LEARNING RESOURCES

Required:

Guffey, Mary-Ellen and Dana Loewy. *Essentials of Business Communication*. 10th ed, Ohio: Cengage Learning, 2010. ISBN 9781285858890

Recommended: Raimes and Miller-Cochran. *Pocket Keys for Writers*. Cengage, 2017.

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 for additional tutoring in comprehension and writing. Contact Jenny Webster (jennyrw@hawaii.edu) more for information.

ADDITIONAL INFORMATION

Course Policies

I understand that you are all adults with numerous other responsibilities and obligations beyond the realm of college. But in fairness to all students, I shall enforce the following policies regarding 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 **at least 48 hours** prior to any deadlines. Alternatively, you may visit the Writing Center for assistance with your writing.

Statement of Academic Honesty

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 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.

DIRE WORDS OF WARNING

One reason why some 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, 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 – 4:30pm.

For library help, email Tara Severns at severns@hawaii.edu, or contact your instructor at priesman@hawaii.edu

Makamae Sniffen is available for additional online support, connecting students to resources, and more. She is available Mon-Fri, 8:00 am – 5:00 pm. Her contact information is:

Email – jsniffen@hawaii.edu

Phone – 808-235-7325

Zoom – by appointment

To schedule an appointment, please email her at jsniffen@hawaii.edu

Seek help early!

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. Please email or call Roy Inouye (royinouy@hawaii.edu , 808-235-7472), 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 Ka’ahu Alo, Student Life Counselor, Designated Confidential Advocate for Students, at 808-235-7354 or kaahualo@hawaii.edu.

Our **mental health counselor** is Desrae Kahale, dkahale3@hawaii.edu , 808-235-7393.

Our **confidential advocate** is Madoka (Doka) Kmagai, UH Confidential Advocacy, kumagaim@hawaii.edu , 808-348-0663

To **make a formal report**, contact the Title IX Coordinator, Karla K. Silva-Park, karlas@hawaii.edu , 808-235-7468

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