



UNIVERSITY of HAWAII
WINDWARD COMMUNITY COLLEGE

Ke Kulanui Kaiāulu o ke Ko‘olau

ENG 209, Business Writing

Fall 2024

3 Credits CRN 64424.

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.

Instructor Information

INSTRUCTOR: Annette Priesman
OFFICE: Manaleo 110
OFFICE HOURS: TBA
Appointments are available through Star Balance and on zoom
EMAIL: priesman@hawaii.edu
ZOOM: <https://hawaii.zoom.us/j/8868567997>

About ENG 209

The purpose of this course is to improve your writing skills regarding business writing. (It will **not** teach you how to run a business – it will not teach you how to create a business plan, nor will it teach you how to do your taxes.)

Please download your own copy and print this syllabus and course schedule. You will be notified by email of any updates. Please make sure you check your email every day, multiple times, as email is how I shall contact you. Turnaround time for me to answer student emails is 24 hours. Assignments will be graded within one week.

All assignments must be written in Word (do not send a pdf, nor write in pages). If you do not have Word on your computer/laptop, you can download a free copy from the [WCC Microsoft Office 365](#) page.

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: Alaka‘i 121
- Phone: (808) 235-7422

Course Information

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 the [Sustainability Committee's web page](#).

Please note: this course is a **Writing Intensive (WI) course**. WI courses use writing as a means of learning. Hallmarks of WI courses include:

- The class uses writing to promote the learning of course materials.
- The class provides interaction between the instructor and students while students do assigned writing.
- Written assignments contribute significantly to each student's course grade.
- The class requires students to do a substantial amount of writing—a minimum of 4,000 words, or about 16 pages.
- To allow for meaningful professor-student interaction on each student's writing, the class is restricted to 20 students.

Students must have passed ENG 100 with a grade of C or higher to take this course.

Activities Required at Scheduled Times Other than Class Times

Students are required to conference with the instructor at the beginning and the end of the course.

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

Student Learning Outcomes

As a result of taking this course, students can expect to attain the following outcomes:

- Compose and edit business messages and reports for specific contexts, audiences, and purposes.
- Conduct business research by gathering and analyzing information, drawing conclusions, documenting sources, and presenting results both in writing and orally.
- Develop collaborative communication and writing skills.
- 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 16 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.

Required Materials

Required text:

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

Recommended text:

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

Access to a computer with reliable internet.

Students can also visit the Writing Lab for additional tutoring in comprehension and writing. Email Lance Uyeda (lkuyeda@hawaii.edu) more for information.

Students will need access to a computer with Word and reliable internet service.

Course Format

This asynchronous course is offered in an 8-week timeframe. It is up to the student to follow the course schedule and submit all assignments for grade on time.

Course Technology

Lamakū Learning Management System (aka Brightspace)

- This course is taught using Lamakū
- All assignments should be written in Word on your own laptops/computers before being uploaded into Lamakū. Do not use pdf format. Do not write in Pages.

Participation Verification

Campuses are required by federal regulations to verify the participation of students in their classes. In accordance with Executive Policy 7.209, all students in the University of Hawai'i system are required to establish "participation" to ensure that they are not dropped from their class(es). Students who fail to participate by the late registration period for a class will be administratively dropped from that class. Students may also be dropped from dependent prerequisite and/or corequisite classes if both courses do not establish participation.

Grading Policy

Grades for assignments turned in up to **48 hours late will be reduced by 10%**; after that, no late work will be accepted. Requests for extensions must be made no less than 72 hours before the

due date, and extensions are granted at the instructor's discretion. Written assignments will constitute your whole grade, so please follow the writing process.

Grading Scale

Reading Responses (RR; 1 page)	5%
Resume and Cover Letter (RA; 1 page each)	15%
Letters 1 and 2 (LA; 1 page each)	15%
Memo (MA; 1 page)	10%
Logo Design (LD; 1 page)	10%
Analytical Report (AR; 8-10 pages)	25%
Course Reflection (CR; 2 pages)	10%
Conference 1	5%
Conference 2	5%

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

Note: there are no revisions for this course.

Weekly Assignments

See the Course Schedule (p.8) for the weekly assignments.

Academic Integrity

Work submitted by a student must be the student's own work. The work of others should be explicitly marked, such as using 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.

[Windward CC Student Conduct Information](#)

[UH System Student Conduct Policy EO 7.208](#)

AI: Writing, analytical, and critical thinking skills are essential to the learning environment of this course and all assignments should be prepared by the student. Therefore, AI-generated assignments are viewed as unethical and will receive a failing grade. This course assumes that all work submitted by students will be generated by the students themselves. If students need assistance with structuring an assignment, the instructor is available and willing to support the student. Resources such as the Writing Lab are also available for the student to submit a credible assignment. Additionally, students found using any form of ChatGPT to 'check' their work will also receive a failing grade. If you want your work checked, go to the Writing Lab, or email the instructor. Finally, students found using any kind of translator program (e.g. Microsoft Translator) will also receive an F for the assignment.

Student Responsibilities

- Expectations
- 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, Times New Roman, 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 Laulima first. If you do not live on O’ahu, please call me so we can discuss small businesses in your area (808 227 3807).
- Email drafts of assignments to the instructor (priesman@hawaii.edu).
- Write all your assignments in Word. **Do not use Pages. Do not send a pdf.**
- **Students must complete all assignments to pass this course.**
- **Email Etiquette (Netiquette)**
Please address your email accordingly. (“Dear Professor” is the standard to use). Often, you will be emailing me because you have a question, so please adhere to the following: in the subject line, write ENG 209 and include the name of the assignment. Example: “ENG 209: Resume Assignment”. This tells me that someone from our course has a question about the resume assignment. Please use your full name when signing off email. You might also notice the subject lines of my emails to you and use them as a guide.
- Always be respectful when emailing someone. Be cordial, humble, and patient. Check out [this graphic](#) for more information on netiquette.
- Students may check the [Student Notifications](#) page on the website for canceled classes.
- Students can also check the Fall 2024 weekly calendar with a link to the [Finals Week Exam Schedule](#)
- Students may check the [Student Notifications](#) page on the website for canceled classes

How to Seek Academic or Technical Support

Academic Support

- [Windward Community College Library](#)
- [Library eResources](#)
- [Ka Piko Writing Lab](#)

- [Ka Piko Speech Lab](#)
- [Ka Piko Math Lab](#)
- [Evening and Online Learning at Windward Community College](#)
- [STAR Balance](#)

Technical Support

- [UH ITS Help Desk](#) – email help@hawaii.edu or call 956-8883 (or 1-800-558-2669) for Laulima and most technology support. Available 24 hours a day, 7 days a week, including holidays.
- Student Tech Support - email winhelp@hawaii.edu, call 808-235-7437, or stop by in person at Hale La‘akea 228. Available Monday–Friday from 8:00 am–4:00 pm.
- Laulima – Click on the [Request Assistance](#) link at the bottom of any Laulima Page to fill out and submit a question and get your answer via email.
- [Information Security for Students](#)

College Policies & Support Services

Disabilities Accommodations Statement

The Windward Community College’s Disability Student Services Office (WCC-DSSO) is committed to providing equal access to qualified students with disabilities.

If you have a physical, sensory, health, cognitive, or mental health disability that could limit your ability to participate fully in this class, you are encouraged to contact the Disability Specialist Counselor, Roy Inouye, to discuss reasonable accommodations that will help you succeed in this class. The Disabilities Counselor can be reached at 808-235-7448, wccdsso@hawaii.edu, or stop by the office (Hale Kako‘o 106) for more information.

Basic Needs

Basic needs include food and housing, childcare, mental health, financial resources, and transportation. Student basic needs security is critical for ensuring strong academic performance, persistence and graduation, and overall student well-being. If you or someone you know is experiencing basic needs insecurity, please see the [UH System Basic Needs website](#).

Mental Health Counseling

Mental Health and Wellness at Windward Community College counseling services and activities on campus to support students’ life goals as well as their academic goals. Information about services can be found at the [WCC Mental Health & Wellness website](#).

UH Alerts

The UH Alert emergency notification system alerts the university community in the event of a natural, health or civil emergency. The information you provide will only be used in the event of an emergency that impacts the health and safety of the UH community or the closure of whole campuses. It will not be shared with others or used for routine UH communications or announcements. To sign up, visit [UH Alerts website](#) for more information.

Financial Aid

If you are receiving financial aid and are contemplating not completing the course, BEFORE you withdraw, it is highly recommended that you contact the Financial Aid Office at 808-934-2712 or email them at wccfao@hawaii.edu to discuss the impact this decision may have on your financial aid eligibility.

Student Conduct Code

Windward Community College follows the University of Hawai'i Code of Student Conduct which defines expected conduct for students and specifies those acts subject to University sanctions. Students should familiarize themselves with the Code of Student Conduct since, upon enrollment at Windward Community College, the student has placed herself/himself under the policies and regulations of the University and its duly constituted bodies. The disciplinary authority is exercised through the Office of the Vice Chancellor for Student Affairs. Copies of the Student Conduct Code are available at the Office of the Vice Chancellor for Student Affairs or [online](#).

Title IX - Sex Discrimination and Gender-Based Violence Resources

Windward Community College is committed to providing a learning, working, and living environment that promotes personal integrity, civility, and mutual respect and is free of all forms of sex discrimination and gender-based violence, including sexual assault, sexual harassment, gender-based harassment, domestic violence, dating violence, and stalking.

If you or someone you know is experiencing any of these, WCC has staff and resources to support and assist you. To report an incident of sex discrimination or gender-based violence, as well as receive information and support, please contact one of the following:

Leslie Cabingabang, UH System Confidential Advocate
Phone/Text: (808) 348-0432 or (808) 341-4952
Email: advocate@hawaii.edu
Office: Hale Kāko'o 107 (Wednesdays)

Mykie E. Menor Ozoa-Aglugub, J.D., Title IX Coordinator
Phone: (808) 235-7468
Email: mozoa@hawaii.edu
Office: Hale Kāko'o 109

Desrae Kahale, Mental Health Counselor & Confidential Resource
Phone: (808) 235-7393
Email: dkahale3@hawaii.edu
Office: Hale Kāko'o 101

Karen Cho, Deputy Title IX Coordinator
Phone: (808) 235-7404
Email: kcho@hawaii.edu
Office: Hale 'Alaka'i 120

As a member of the University faculty, I am required to immediately report any incident of sex discrimination or gender-based violence to the campus Title IX Coordinator. Although the Title IX Coordinator and I cannot guarantee confidentiality, you will still have options about how your case will be handled. My goal is to make sure you are aware of the range of options available to you and have access to the resources and support you need.

For more information regarding sex discrimination and gender-based violence, the University's Title IX resources, and the University's Policy, Interim EP 1.204, go to manoa.hawaii.edu/titleix/

COURSE SCHEDULE

The course schedule (CS) is subject to change at any time. You will be notified via email of any changes.

All students are required to have the correct textbooks (see Syllabus).

It is your responsibility to keep up with all the writing assignments, as they will constitute your whole grade.

Make sure you understand **ALL** acronyms for this course (see Grading Policy in the Syllabus).

All reading responses (RRs) pertain to our textbook *Essentials of Business Communication*

Remember: You may email me a draft of your work at any time, but **no later than 72 hours before a due date**

Date	Activity	Due
Week 1	<p>Familiarize yourselves with Lamakū and what is required for this course. Read the syllabus and the course schedule in Lamakū. Mark on your calendar all assignment due dates.</p> <p>Read pp. 435-442, Creating a Customized Resume Read pp. 443-453, Resume Gallery Read pp. 454-461, Creating Customized Cover Messages</p> <p>Write a reading response (RR) that includes the above readings (see assignment in Lamakū)</p> <p>Complete the cover letter and resume assignment (RA; see assignment in Lamakū)</p> <p>Arrange Conference 1 with instructor</p>	<p>RR 1 due by 4:00 pm on Friday, Aug. 30</p> <p>RA due by 4:00 pm on Friday, Aug. 30</p>

Date	Activity	Due
Week 2	<p>Read pp. 156-164, Positive Messages Read pp. 192-211, Negative Messages</p> <p>Write a reading response (RR) that includes the above readings.</p> <p>Email instructor with name of business, address, and all contact information for analytical report (AR)</p> <p>Watch “The Story of Stuff” (link in Lamakū)</p> <p>Arrange Conference 1 with instructor</p>	<p>RR 2 due by 4:00 pm on Friday, Sept. 6</p> <p>Email instructor with business information for Analytical Report by 4:00 pm on Friday, Sept. 6</p>
Week 3	<p>Read pp. 164-175, Direct Claims and Complaints Read pp. 1-22, Communicating in the Digital Age Workplace</p> <p>Review the letters on pp. 169, 173 – notice the letterhead. See also pp. 268, 267, 330, A5-A7 for more examples of letters.</p> <p>Write a reading response (RR) that includes the above readings (see assignment in Lamakū)</p> <p>Complete the letters assignment (LA, see assignment in Lamakū)</p> <p>Watch “The Story of Bottled Water” (link in Lamakū)</p>	<p>RR 3 due by 4:00 pm on Friday, Sept. 13</p> <p>LA due by 4:00 pm on Friday, Sept. 13</p>
Week 4	<p>Read pp. 120-139, Short Workplace Messages and Digital Media</p> <p>Read pp. 63-77, Organizing and Drafting Business Messages</p> <p>Write a reading response (RR) that includes the above readings (see assignment in Lamakū)</p> <p>Watch “The Story of Change” (link in Lamakū)</p>	<p>RR 4 due by 4:00 pm on Friday, Sept. 20</p>

Date	Activity	Due
	Complete the memo assignment (MA, see assignment in Lamakū)	MA due by 4:00 pm on Friday, Sept. 20
Week 5	<p>Read pp. 90-106, Revising Business Messages Read pp. 226-244, Persuasive Messages</p> <p>Write a reading response (RR) that includes the above readings (see assignment in Lamakū)</p> <p>Complete the logo design Assignment (LD, see assignment in Lamakū)</p> <p>Watch “The Story of Solutions” (link in Lamakū)</p> <p>Begin writing analytical report (AR, see assignment in Lamakū)</p>	<p>RR 5 due by 4:00 pm on Friday, Sept. 27</p> <p>LD due by 4:00 pm on Friday, Sept. 27</p>
Week 6	<p>Read pp. 264-289, Informal Reports Read pp. 299-318, Proposals and Formal Reports</p> <p>Write a reading response (RR) that includes the above readings (see assignment in Lamakū)</p> <p>Continue writing your analytical report (AR)</p>	RR 6 due by 4:00 pm on Friday, Oct. 4
Week 7	<p>Read pp. 318-340, Incorporating Meaningful Visual Aids and Graphics Read pp. 352- 360, Professionalism at Work Read pp. 361-376, Following Professional Telephone and Voice Mail Etiquette</p> <p>Write a reading response (RR) that includes the above readings (RR, see assignment in Lamakū)</p> <p>Finish analytical report (AR)</p> <p>Begin writing course reflection (CR)</p> <p>Arrange Conference 2 with instructor</p>	<p>RR 7 due by 4:00 pm on Friday, Oct. 11</p> <p>AR due by 4:00 pm on Friday, Oct. 11</p>

Date	Activity	Due
Week 8	Finish course reflection (CR) Arrange Conference 2 with instructor Note: final grades are due by 4:00 pm on Saturday, Oct. 19 . There will be no extensions and no acceptance of late work after this date/time, so please don't ask.	CR due by 4:00 pm on Friday, Oct. 18