CRN: 64246 (ENG 209 online, Business Writing, WI/S)
3 credits

INSTRUCTOR: Annette Priesman
OFFICE: Manaleo 110
OFFICE HOURS: TBA
TELEPHONE: 236-9291
EMAIL: priesman@hawaii.edu
EFFECTIVE DATE: Fall semester, 2018

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:

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.

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**STUDENT LEARNING OUTCOMES**

The student learning outcomes for the course are:

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.

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**WRITTEN COMMUNICATION HALLMARKS**

Additionally, this course will also:

1. 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.

2. 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.

3. Require at least 5000 words of finished prose—equivalent to approximately 20 typewritten/printed pages.

4. 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.
5. 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

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<th>Concepts or Topics</th>
<th>Skills or Competencies</th>
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<td>Communication skills</td>
<td>1. Develop an awareness of the need for</td>
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<td>Writing process</td>
<td>correct expression and professionalism in oral</td>
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<td>Professional correspondence</td>
<td>and written business communication</td>
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<td>Reporting workplace data</td>
<td>2. Understand the technologies commonly used</td>
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<td>Technology skills</td>
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<td>Communicating for employment</td>
<td>3. Develop techniques for improving listening, nonverbal,</td>
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<td>and cross-cultural skills</td>
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<td>4. Evaluate business messages to determine</td>
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<td>strengths and weaknesses</td>
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<td>5. Apply a three-stage writing process to solve</td>
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<td>business communication problems</td>
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<td>6. Apply the principles of effective</td>
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<td>communication to business writing, including</td>
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<td>audience benefits, “you” view, conversational</td>
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<td>but professional tone, positive language,</td>
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<td>inclusive expression, and clarity</td>
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<td>7. Compose messages that are readable, use</td>
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<td>appropriate language, apply parallelism, and</td>
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<td>use graphic highlighting to convey ideas clearly</td>
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<td>to readers</td>
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### COURSE TASKS

Students will write their own resume and cover letter, two (2) business letters, and one (1) business memo. Additionally, students will design a logo, write an analytical report on the business of their choice, email instructor weekly reading responses, and a reflection paper for the course.

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). 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. All research papers require proper research and full MLA/APA documentation.

**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.) Additionally, assignments are due often - sometimes you will have one or more assignments due every day during the week. 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, 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!

Jordan Lewton is available for help with academic/career advising, connecting students to resources, and much more. She is available Mon-Thurs 12 pm - 8 pm and Fri 8 am - 4 pm. Appointments can be on campus, over the phone, or through online video conferencing. Jordan’s contact information is:
Email - jlewton@hawaii.edu
Phone – 808-235-7325
Office – Hale La’akea 232
To schedule an appointment with Jordan:
Login: https://mysuccess.hawaii.edu
Click "MySuccess Network"
Click "Schedule an Appointment with Counselor"
Or call: 808-235-7413

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
Resume (RA) 10%
Reading Responses (RR) 15%
Letters 1and 2 (LA) 15%
Memo (MA) 15%
Logo Design 10%
Analytical Report (AR) 25%
Course Reflection (CR) 10%

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

LEARNING RESOURCES

Required:
Access to a computer
All textbook information (pricing, ISBN #, ebooks) for this course can be found on the WCC Bookstore website: <wcc.edu/bookstore>.

Additional Information

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 students in the class, I shall enforce the following policies regarding attendance and 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 any time. 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 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.

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, 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 (Library 222) 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. You do not need an appointment. Tutors are available on a walk-in, first-come - first-served basis.

**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.

*(Revised August 2018)*