

Eng 209/WI Business Writing (a writing intensive web course)
 Leeward Community College -- University of Hawai'i -- Spring 2012
 Ms. Pat Kamalani Hurley, Professor

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| 1.0 Contact, Materials, and Course Description Information |
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1.1 Ms. Hurley's Schedule (all online courses)

- Eng 209/WI CRNs 55377, 55378, 55379, 55380
- Ling 102/WI CRN 55384

1.2 Contact Information

- **Web Site:** Laulima at <https://laulima.hawaii.edu/portal>: log on with your UH user name and password
- **Emedia:** <http://emedia.leeward.hawaii.edu/hurley/ebc9/central.htm> to access the Weekly Schedules and Modules outside of Laulima
- **Contact:**
 - **Email** phurley@hawaii.edu anytime: the best way to get a hold of me
 - **Phone:** 455-0230: please leave a message on voice-mail anytime (the least effective way to contact me)
- **Office hours: To Be Announced** (other times by appointment)

1.3 Texts and Materials

Bovee, Courtland, and John Thill. *Excellence in Business Communications*. Student Value Edition. 9th ed (2011). Prentice Hall. ISBN-10 0-13-610388-X eTextbook. Order at <http://www.coursesmart.com/excellence-in-business-communication-ninth/john-v-thill-courtland-l-bov-e/dp/9780136103882> (for instructions on getting your copy, see this syllabus, section 3.2)

1.4 LCC Catalog Course Description/Other Important Information

This course is designed for students interested in a career in business. It will teach how to organize and evaluate effective communication in writing – how to compose the various forms of letters and reports found in the business field; how to evaluate job resumes.

1.5 Credit Hours, Time Commitment, and Prerequisites Credit Hours: 3

Time Commitment: This course meets solely over the Internet. Students should expect to spend about 6 hours per week on this course.

Prerequisites: Completion of Eng 100 or equivalent with a grade of C or better

1.6 Students with Disabilities

Leeward Community College abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, which stipulate that no student shall be denied the benefits of an education "solely by reason of a handicap." Students with documented disabilities who believe that they may need accommodations in this class are encouraged to contact the Coordinator of the Kāko‘o ‘Ike (KI) program as soon as possible to ensure that such

accommodations are implemented in a timely fashion. The KI office is located in L-208, across from the elevator in the library building. Students may also contact the coordinator by phone at 455-0421.

1.7 UH Policy of Nondiscrimination

The university is committed to a policy of nondiscrimination on the basis of race, sex, age, religion, color, national origin, ancestry, handicap, marital status, arrest and court record, sexual orientation, *gender identity* or veteran status....Feb. 13, 1976; April 19, 1991; *June 2009*.

2.0 Introduction

2.1 Course Goals

Eng 209W begins where Eng 100 left off. We start with the assumption that you have mastered correct prose. NO class time will be spent on grammar. The goal of the course is to enable you to compose various business letters, reports and other written business communication; to evaluate written communication; to summarize; and to analyze the organization and language (style, mood, tone) of various types of business communication.

2.2 Student Learning Outcomes

To successfully complete English 209W, students must be able to do the following to at least 70% of established criteria:

1. Write acceptable business memos, letters, and reports for specific purposes.
2. Apply a writing process to compose business memos, letters, and reports.
3. Demonstrate mastery of standard grammar and mechanics in written products.
4. Use technology to locate and collect appropriate research material for business reports.
5. Synthesize collected research information into appropriate written reports.
6. Prepare and deliver oral and/or written reports based on research findings.

Student Assessment Notification (SA) – With the goal of continuing to improve the quality of educational services offered to students, Leeward CC conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of these assessments. One of your writing assignments this semester will be used in these assessment efforts.

2.3 Computer Proficiency

Our section of Eng 209W is delivered online. There is nothing complicated about taking a course online. **Being self-motivated and staying up to date on all assignments are essential to your success.**

Although previous computer experience is not a requirement for this course, as with any course, **you should already know how to use a computer, access the Internet, and send and receive email.** No class time is dedicated to teaching these computer skills. Just as an instructor might require a particular textbook or a dictionary, **this course requires that you have regular access**

to a computer with the correct set-up and the fastest speed you can get to avoid freezing and wasted downloading time. Make certain that your computer and Internet connection are sufficient.

In registering for this Distance Education course, **the student is responsible for finding immediate alternate access to a computer with Internet connectivity or cable television should that student experience technical difficulties.** Technical difficulties can include but are not limited to problems with a student's computer hardware/software or lack of service by a student's Internet Service Provider (ISP) or Cable Provider. ***Technical issues do not constitute a deadline extension of an activity or quiz deadline unless previously agreed upon by the instructor.*** 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 or internet service provider. You'll find computers on campus you can use free. Free WiFi is available throughout each UH campus, the downtown areas of most cities, and businesses such as Starbucks. A final alternative is using the services of businesses such as Kinko's that charge a fee (usually per minute.)

2.4 Other Considerations about this Web Course

This course is asynchronous, but it does require you to meet deadlines. That means that you may log on at anytime of day or night, but that you must also submit your work so that it meets the constraints of our schedule. **This course is NOT self-paced.** You must meet strict deadlines to earn points towards your final grade. Points are granted only to work submitted on time.

Successful students can meet deadlines without being reminded of them, are independent earners and self-motivated, and can work well by themselves. In return for the flexibility this web course offers, you must be able to work on your own. **Planning your schedule so you can accomplish your goals on time is a characteristic of a professional.** In this way, a web course can help you prepare for real life better than a traditional course.

Procrastination prevents you from doing your best work. We've all done it at least once. We waited until the last minute to begin our work, and the rush of adrenaline and creativity caused us to do better (we think) than had we started this work early. In reality, by chronically waiting until the last minute, you aren't giving yourself enough thinking, planning, writing, rewriting, or submitting work should the Lualima network become unexpectedly busy.

Moreover, while some students love working on their own, others find they miss the face-to-face interactions of the traditional classroom. This class will give you lots of opportunity for interaction with classmates and the instructor. Still, if you prefer regular contact with flesh-and-blood teachers and classmates, then it might be better that you enroll in a traditional face-to-face course.

Unlike the traditional classroom, in which a teacher lectures and students take notes, meet with groups, and take part in in-person discussions, **the primary method of delivery of material (readings, group interactions, activities) in our online course is writing.** All instructions, explanations, even our real time chat office hours require you to read. Your ability to read well and to follow written instructions is crucial to your success in a web course.

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| 3.0 Course Materials, Required Coursework and Grading Table |
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3.1 Required Coursework

The 16-week course is organized into 6 modules. You'll go through the modules following a Weekly Schedule.

1. **Readings** – all the **readings** you need to help you understand the module's main concepts. Quiz questions are taken from the required readings.
2. **Lecture Notes** – The Lecture Notes page highlights the key concepts you'll be learning about in the module. Information in the lecture notes may not exist anywhere else in the module. Quiz questions are taken from the lecture notes.
3. **Activities** – Each module has **activities** to help you learn and practice the concepts and to develop your business communication skills. These activities are varied, challenging, and fun. Assignments submitted on time are considered for points. Work submitted after the due dates are still due but will not receive points.

The quizzes are based on (1) the required readings and (2) the lecture notes web page for that module. Quizzes are taken online at our class website at Laulima. All quizzes are open book. You must take the quiz during the time period it's available. There is no time limit, but once you start the quiz, you must finish it in one sitting. If you end the session before you answer all questions of that quiz, Laulima will mark the quiz as "partial" (that you snuck a peek at the quiz) and will give you a score of 0. Be sure to save each answer before moving on to the next question. These quizzes take the place of midterms and finals.

Writing Assignments – This page contains everything you need for **writing successful letters and memos**. The writing assignments give you practice in preparing well-written, professional business documents that are reader centered and that are understood upon the first reading. Work must meet standards for identification, grammar and spelling, and mechanics. See also: 4.1 Late Policy. **Word-process all of your work.** I use Microsoft Word, the industry standard. Always spell check your work.

- Writing Assignment #1: Direct Request Letter
- Writing Assignment #2: Good News Letter
- Writing Assignment #3: Bad News Letter (*Student Assessment Assignment*)
- Writing Assignment #4: Persuasive Request Letter
- Writing Assignment #5: Analytical Memorandum Report
- Writing Assignment #6: Sales Proposal Letter
- Writing Assignment #7: Cover Letter and Resume with Job Ad

Discussion/Feedback – You will participate in an assigned **discussion topic** that you will post on the discussion board – called *forums* in Laulima -- for that topic. Post your discussion or your evaluation and reactions as assigned. Then you must respond to a classmate's posting.

3.2 Required Materials: Get your copy of our etextbook

Our book is **Excellence Business Communication, 9th Ed.** by John V. Thill and Courtland Bovee, published by Prentice Hall, ©2011. ***It is NOT in the Leeward CC Bookstore.***

You have two options for purchasing the book:

1. etextbook (which you "rent" for 180 days. You'll need a credit card to order it online.)

Why would you choose an ebook?

- it's the cheapest option: no shipping or printing costs makes electronic text less expensive for you (our ebook is over 60% less expensive than the printed version)
- you don't need to stand in line at the campus bookstore with instant online purchasing
- you can view the electronic version on any computer linked to the internet
- you can print none, all or some pages of the book, as you prefer
- you can find information easier using computer-driven search tools, such as a clickable Table of Contents and a clickable index

To order the ebook for our class:

1. go to <http://www.coursesmart.com/excellence-in-business-communication-ninth/john-v-thill-courtland-l-bov-e/dp/9780136103882> (copy and paste this address onto your browser)
2. Enter this info in the box at the top left of the screen: **ISBN-10 0-13-610388-X**
3. Choose the etextbook option at the right side of your screen to add to your shopping cart. When you go to checkout, you'll need to create an account to complete your purchase.

2. printed textbook. If you prefer a traditional printed version of the book, you may order it from the Leeward CC bookstore or you can search online for a textbook from a number of other sources, such as Amazon.com and Campusbooks.com. The ISBN for a printed copy is ISBN-13 978-0-13-610388-2.

3.3 Required Materials: Access the Casebook and Catalog: Barklay's Gourmet (located in Laulima)

The writing assignments for our modules are written for specified scenario. To encourage you to learn and apply the keys of effective business writing, especially the You-Attitude, all of your writing assignments will revolve around **Barklay's**, a **fictitious** gourmet market and deli company that exists only in Ms. Hurley's class. Depending on the assignment, you will be employees or customers of Barklay's or Barklay's charity, Angeline's Angels. Centering your writing on the needs and operations of a company gives you as realistic hands-on practice with analyzing, identifying, and targeting your writing to that audience. (note: The Barklay's Catalog and Casebook are located in Laulima to protect Ms. Hurley's copyrights as she prepares these materials for publication.)

3.4 Student Evaluation of the Course

One of the ways faculty members measure the success of a course and make improvements is through student evaluations. The evaluations are confidential; your answers are not shared with the instructor until after the semester ends. Your comments are important to me.

3.5 Student Assessment Notification

With the goal of continuing to improve the quality of educational services offered to students, Leeward CC conducts assessments of student achievement of course, program, and institutional learning outcomes. Student work is used anonymously as the basis of

these assessments, and the work you do in this course may be used in these assessment efforts.

3.6 Grading Table

The totals below do not include optional extra credit (EC) points.

| If you earn these points: | you fall into this percentage | and you will be assigned this final grade: |
|---------------------------|-------------------------------|--|
| 1060– 954 | 100 – 90% | A |
| 953 – 848 | 89 – 80% | B |
| 847 – 742 | 79 – 70% | C |
| 741 – 636 | 69 – 60% | D |
| 635 – 0 | 59% and below | F |

F You will receive an F for the course if the requirements of the course are not met: not turning work in, not "attending" class or conferences, or not meeting the requirements for a D. You will receive an F if you stop attending class without officially dropping the class (you "disappear.") I do not offer "I" incomplete grades.

W To receive a W, you must formally withdraw from the course by the College's deadline

4.0 Late and Attendance Policies

Your final grade is based on the total number of points you earn at the end of the term. Assignments must be submitted on the due date of your calendar.

4.1 Late Policy

In the business world, people must live with a variety of deadlines and learn to plan their work and schedules around them. As a result, ***no late work will be accepted for points. No exceptions.*** In this class we have three weeks to complete each module. That is ample time to get all work done.

All work must be submitted one time and in the correct Lulima tool. But you will always have more than a few days to complete and submit your work. Plan ahead to stay on top of your assignments.

4.2 Attendance Policy

Your relevant participation is essential to your success in this course and to the success of your classmates and will be considered in your final course grade. Just as you are expected to get to work on time, every time, you are expected to participate in class. Students who need attendance verification for financial aid purposes should email their request to me, including the CRN they're enrolled in.

5.0 Student Responsibilities

5.1 Read the course syllabus. Taking time to read it before the course gets underway helps you avoid a lot of problems and pain later. Read it all – from cover to cover. Email me if you have any questions about anything on it.

5.2 Log-on to the class regularly. Online courses require students who are mature adults and who are intrinsically motivated to excel in their academic studies. You are expected to assume a large share of the responsibility for your learning. That requires taking the initiative, setting high personal goals, and persevering to achieve those goals. There will be a large amount of required reading, and although we will not meet in a traditional classroom at a set time each week, you will have assignments with deadlines. It is essential that you commit yourself to making time for study. Generally, **you should be on the course web site three or more times per week** to check email and participate in discussions with your classmates.

5.3 Don't fall into the main pitfall of internet-based courses: procrastination. Our class is not self-paced. You have strict deadlines to meet. It is the nature of the Internet to be able to be online at anytime you feel is most convenient. This sometimes leads to students putting off their work until it's too late. The deadlines set for the class will be strictly enforced. More importantly, in business, lateness may be grounds for dismissal. Develop good work habits now.

5.4 Participate and interact with your professor and your fellow students. It's easy to feel like you're all alone out there. You're not. You are a member of a class of interesting and dynamic students. Get to know them. Our discussions can help you make sense of the material, which may contain concepts that are rather challenging to understand on your own. The non-business majors in our class may find this particularly true. It is true that we don't have the opportunity for face-to-face conversation in a distance learning class which causes us to lose some of the contextual information that enhances such personal communication. On the other hand, everyone has an equal chance to participate in discussions. This class uses **asynchronous** discussions. That means we are not going to rely on live chat room discussions. Instead, you can add your comments at any time of the day or night that you find convenient. You can take the time needed to compose what you want to say before sending it.

5.5 Keep copies of all your work. In the unlikely event that a task is misplaced, it is your responsibility to submit a duplicate upon request, or you'll have to rewrite the assignment.

5.6 Seek help when you need it. One important characteristic of business executives is their initiative. They don't let a problem stand in their way. Neither should you. Your professor will do all she can to help you. I won't know your particular needs unless you talk to me.

- If you are having difficulty in an area (such as grammar), realize that you might need tutoring help outside of our classroom instruction time. Because you are enrolled in this Leeward CC course, you can access many resources from this campus. Try the [Leeward CC Learning Resource Center](#) (external link). Look for "Online Tutoring."
- You can also make an appointment to meet with me for office hours by Laulima chat or by phone.
- Get technical help by calling the Leeward CC Help Desk at 455-0271 or by requesting assistance from the Laulima Help Desk (a link is at the bottom of every webpage.)

Your education is YOUR responsibility.

5.7 Strive to do your best the first time, every time. One of the worst things you can do is to procrastinate, which often results in work that is less than your best. The first impression is often the only one you'll have, so missing deadlines, not proofreading your work, or submitting incomplete work can cause you to lose business.

5.8 Allow yourself to enjoy the experience of becoming a better business writer. The skills you will learn in this class will be useful in your professional and personal lives.

5.9 Military students: If you expect to be deployed and you expect your deployment will affect your ability to complete assignments or meet deadlines, you **MUST** email me immediately, preferably before the term starts. It is too late to ask for more time once you've already been deployed. It may be better for you not to take the class now than risk failing and having to repay your education benefit.

6.0 Writing Intensive Courses

According to the "Procedures and Policies for UH Writing Intensive Programs," WI courses:

1. **Emphasize writing as a tool for learning course material.** Various types of formal and informal writing, both in class and out, that increase student understanding of course material as well as improve the skill of writing would be appropriate.
2. **Provide for interaction between the instructor and student as part of the writing process.** For example, some instructors might require the completion of one long paper, in which case they would review sections of that paper, comment on several drafts of it, and confer with students on the drafts; other instructors might require several short papers, in which case instructors would give guidance during the composition of the papers and consult with students about them after they are completed.
3. **Establish writing as a major element in determining the grade for the course.** Instructors of writing intensive courses will emphasize that clear, well-organized writing is a way of acquiring, analyzing, and communicating knowledge, and that the act of writing does not merely record thought or even simply reformulate it - it generates thought.
4. **Require students to do a significant amount of writing** (a minimum of 4,000 words, or the equivalent of 16 typed pages.) Depending on the course content, this may include informal as well as formal writing, short essays, critical reviews, journals, lab reports, or reaction papers, etc.

To allow for meaningful instructor-student interaction on each student's writing, the class is limited to 20 students.

7.0 University of Hawai'i System Policy on Academic Honesty

7.1 Students enrolled in Eng 209W are expected to do their own work. Copying part or all of an existing document constitutes plagiarism and will result in a failing grade for the unit and, therefore, the course.

7.2 Academic Dishonesty

Academic dishonesty is not condoned by the University. Such dishonesty includes cheating and plagiarism (examples of which are given below) which violate the Student Conduct Code.

Cheating includes but is not limited to using inappropriate sources of information during an examination, altering the record of any grades, altering answers after an examination has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements.

Plagiarism includes but is not limited to **submitting any document, to satisfy an academic requirement, that has been copied in whole or part from another individual's work without identifying that individual**; neglecting to identify as a quotation a documented idea that has not been assimilated into the student's language and style, or 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.

I will not tolerate any instances of cheating or plagiarism. Whether done on purpose or by accident, plagiarism is serious and will result in a 0 for the activity. Don't do it.

8.0 About Your Instructor

"Professor Pat Kamalani Hurley earned a M.A and B.A. in Inter-American Studies/English as a Second Language from the University of the Pacific. She has more than 25 years experience teaching business writing and business communications courses. Winner of the 2010 Laulima Innovation Award, she has taught online courses since Spring 2000. She teaches business writing, linguistics, composition, and Spanish courses at Leeward Community College/University of Hawai'i as well as business writing and business communication courses at Hawai'i Pacific University.

Professor Hurley regularly presents workshops for academic and business audiences on resume and interview preparation, effective business oral presentations, customer service and business language usage, Hawaii Creole (pidgin), and Native Hawaiian teaching and learning issues. In addition, as a spouse of a retired National Guard member who served active duty deployment in Iraq, she is acutely aware of the responsibilities and needs of military members and their families enrolled in her courses.

A member of the National Business Educator's Association, The National Council of Teachers of English, Puko'a No Na 'Ewa Native Hawaiian Council, Native Hawaiian Educators' Association, and the Kamehameha Schools Alumni Association, Professor Hurley has worked on several technology and Native Hawaiian education grants. She believes in building community inside and outside of the classroom and in student-centered, student-directed learning." (descriptions courtesy of the Native Hawaiian Leadership Project, Stanford University Project Ku'ikahi, and Native Hawaiian Educators' Association.)