WRD 203

Online Business Writing
Summer II 2011

Course Developers
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Supplemental instructional materials provided by WRD 203 classroom instructors:
Ashleigh Hardin, Lyn Johnson, and Rachel Simon

Online Instructors
Eric Casero, Ashleigh Hardin, Andrea Hollinger-Soles, Lyn Johnson, Allison Palumbo, and Rachel Simon. Each instructor will provide students with information about virtual office hours, help sessions, office phone number, and email address.

Some Course Essentials
- Active library account
- Active UK email address
- Reliable computer & internet access
- Flash drive to back up your work
- Adobe Connect
- Webcam, microphone, and headset

The UK helpdesk is available for technical support 24 hours a day 7 days a week!
If you experience technical difficulties, contact the Customer Service Center by calling 859-218-HELP (4357) or by emailing helpdesk@uky.edu
Please copy your instructor on any correspondence regarding technical difficulties.

This course is taught in the Eastern Time Zone.
All deadlines for this course are ET. If you live outside this Time Zone, you need to account for the time change when completing assignments.

Please read this entire syllabus closely. It contains important course policy information, a coursework overview, and an outline of course assignments. If you have any questions, contact your online instructor immediately. By remaining enrolled in this class, you agree to abide by the guidelines and policies outlined herein, just as you can expect your instructor to uphold these policies and teach according to these guidelines.
WRD 203 GOALS

WRD 203 is a course devoted to instruction in writing and research for business, industry, and government workplaces. While this course introduces the various common forms and conventions of business writing, it also requires students to analyze rhetorical, contextual, and ethical factors affecting all human communication. Because writing is such a complex activity, not easily reducible to rules and formulas, WRD 203 uses a process approach to writing. Each unit encourages students to approach their writing in stages, to consider the common steps writers follow and the decisions they must make during the development of any writing project. In addition to offering strategies for planning, researching, drafting, revising, and editing documents, we urge students to examine the broader picture, to consider ways to respond effectively and ethically to professional situations and audiences.

WRD 203 Online consists of three major writing projects and shorter, daily incremental assignments designed to present students with business workplace scenarios akin to those encountered in the “real world” where creative problem-solving, invention, innovation, and collaboration are highly prized, marketable skills. Through these daily and larger course projects students will learn to emphasize clarity, conciseness, and effectiveness in the preparation of letters, memos, reports, and group projects; to meet the needs of specific audiences through rhetorical and contextual analysis; to understand principles of professional document design in print and electronic media; to make decisions about the practical application of multimedia technology while acquiring competence in multimedia design; to collaborate with others in the creation of professional documents; to respond ethically to professional situations and audiences.

**Student Learning Outcomes**
After successfully completing WRD 203, students will be able to

- Understand and adapt the writing process to diverse situations, audiences, and purposes.
- Employ the standard conventions and forms of professional writing.
- Determine the appropriate content, format, and style for creating effective documents.
- Organize documents clearly and effectively for the intended audience.
- Demonstrate an awareness of the ethical implications of their rhetorical choices.
- Understand that document design (both print and digital) is a crucial element in business communication, intricately linked to decisions about audience and purpose.
- Produce accessible, well-designed print and electronic documents.
- Develop good research questions and strategies.
- Gather, evaluate, interpret, and apply information accurately, logically, and ethically.
- Employ professional revision and editing skills.
- Exhibit a professional voice and a clear, concise writing style.
- Develop teamwork skills and collaborate effectively in teams.
ENROLLMENT CRITERIA AND THE GRADUATION WRITING REQUIREMENT

Students may not enroll in WRD 203 unless they have already completed UK’s equivalent of a first-year writing course. Business Writing is a writing-intensive (W) course approved to fulfill the second-tier graduation writing requirement (GWR). To receive W credit for this course, you must have successfully completed the first-tier writing requirement (either English 104, or Composition and Communication I and II, or their equivalent) and have completed at least 30 hours of coursework. Since students in WRD 203 must have completed the University Writing Requirement, we assume you

- Have mastered the basic writing and usage skills of standard American English.
- Have few or no problems with grammar, spelling, and punctuation.
- Can compose a business document drawing upon research materials using an appropriate and approved documentation style to acknowledge sources and set up a works cited/reference page.
- Can avoid plagiarism.
- Know the basic principles of academic writing and argument.

Graduation Writing Requirement Learning Outcomes

- Write a paper that is essentially free of mechanical errors (grammar, punctuation, spelling, and syntax) and awkwardness, using a style that is appropriate to the purpose and audience.
- Demonstrate an ability to discover, evaluate, and clearly present evidence in support of an argument in the subject area.
- Be aware that composing a successful text frequently takes multiple drafts, with varying degrees of focus on generating, revising, editing, and proofreading.
- Write a capable, interesting essay about a complex issue (discipline-specific) for a general university audience.

COURSEWORK OVERVIEW

Required Texts


Additional readings will be made available on Blackboard.

You may purchase required print texts from any of the UK affiliated bookstores:
Kennedy Bookstore, 405 South Limestone, (859) 252-0331, website http://www.kennedys.com;
Wildcat Text Books, 563 South Limestone, (859) 225-7771, website http://www.wildcattext.com;

If you purchase from an Internet bookstore, arrange for rush shipping because you will begin working from the texts on the first day of class.
Summary of Assignments and Grade Distribution

<table>
<thead>
<tr>
<th>Component A</th>
<th>Percent of Final Grade</th>
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<tbody>
<tr>
<td><strong>Job Search Assignment</strong> analyzing job ads, creating a resume and cover letter, compiling a reference list, writing a thank you note, preparing a report on one’s chosen profession</td>
<td>25</td>
</tr>
<tr>
<td><strong>Individual Short Report Assignment</strong> incorporating illustrations, headings, and documentation (5-page single-spaced minimum, excluding illustrations and list of references)</td>
<td>25</td>
</tr>
<tr>
<td><strong>Group Proposal Assignment</strong>, a collaborative project (10-page single-spaced minimum, excluding illustrations and list of references). All team members receive a single grade. See group provisions below.</td>
<td>20</td>
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Component B

**Group Digital Media Project**

Daily work, blog entries, primary and secondary research, quizzes/tests, peer reviews, team work, and other incremental assignments. 20

**TOTAL** 100%

All major projects, minor assignments, and homework details with instructions are listed, along with their due dates, on Blackboard under the appropriate Unit Assignment tab.

**Group Provisions**

Students failing to participate fully in the group assignment without a documented excuse will receive an automatic E for that unit regardless of the grade for the group. All other students in such a group with a member or members who do not fully participate will be absolutely responsible for making up any students’ work not turned in or done poorly. Project managers will be responsible for notifying the instructor if students miss virtual group meetings, log in late so as to make the group work overtime, or fail to provide their assigned work to other group members. This notification to the instructor must be within one working day of the virtual meeting.

If a student has a verified, documented excuse, the project manager will set a schedule for make-up work and share this schedule with the instructor.

At the conclusion of the group project, each student must submit confidential group evaluations to the instructor, who will use this information about individual participation and contribution to help determine the Component B group dynamics grade.

**Final Grade Determination**

Your final grade will be based on two course components. Component A consists of the major assignments listed above and will comprise 70% of your final grade. Grades for the major assignments are averaged, with some consideration given to significant changes in the quality of your work (i.e., improvement or decline) over the course of the semester.
Important: To pass WRD 203, you must submit all formal writing assignments. Component B assignments become a factor in the final determination of your course grade only if you have achieved a grade average of C or higher on the three formal writing projects.

Since WRD 203 is an advanced professional writing course, the grade for each Component A assignment will be based both on how well the document is written and on the document’s professional presentation. Documents graded a C or below may exhibit serious flaws that distract from their quality. Final drafts must be produced as Microsoft Word documents; illustrations must be permanently incorporated into the document, and page layout must be neat. Errors in grammar, spelling, and/or punctuation may seriously affect the assignment’s final grade.

Important: You may not receive full credit for a major assignment if all conditions are not met on schedule.

Final grades will be assigned as follows:
A = 100-90
B = 89-80
C = 79-70
D = 69-60
E/Fail = 59% and below

Grade Appeal Procedure
To request a re-evaluation of any major assignment, you must write a letter to the Division of Writing, Rhetoric, and Digital Media Grievance Committee. A step-by-step description of the appeals process is available on the Division’s website: (http://www.as.uky.edu/academics/departments_programs/Writing/Writing/PoliciesProcedures/Pages/GradeAppeal.aspx).

Note: You have two weeks from the date when grades are officially posted to file a grade appeal. Appeals filed after two weeks will not be considered.

Incompletes
Incompletes are authorized only by Division Directors and at the request of your instructor. Requests for an I grade will be considered only if (1) a serious emergency prevents completion of the course on time and (2) a passing grade in the course will result from completion of the work.

Policies

Course Policy for Submitting Assignments
All assignments must be submitted on schedule, unless delayed by an excused absence. Failure to participate in scheduled peer evaluations or to turn in all drafts and other materials that may be required with the final version of the document may result in a significant grade reduction, even to the extent of a failing grade for the assignment. To pass the course, you must complete all major assignments. In addition, you are responsible for the safe and timely delivery of assignments to your instructor. Personal obligations and mechanical failures are not acceptable excuses for late work. Few, if any, accommodations will be made for deadline conflicts related to work or travel. To avoid late penalties, organize your time, back up all of your work, keep copies of each draft, and schedule around your other responsibilities. Blackboard has a handy feature under the eContent Collection to store all of your work on the network server; thus, there is no reason not to back up your work.
All assignments, from weekly homework to drafts to final versions, will be submitted online to pre-set Blackboard Assignment dropboxes. These dropboxes will open and close at specified times. Assignments submitted after closing dates and times will be labeled LATE and penalized accordingly.

**Successful participation in a Blackboard-based course requires that your computer prepare Microsoft Word documents for submission.** Remember that each UK student can download one free installation of Microsoft Office which includes the latest version of Word.

Name all files with *alpha-numeric characters only*—absolutely no symbols in Bb file names! An appropriate file name might look like this—SamAdamsShortReportDraft.doc. If you submit a file that cannot be opened to Blackboard, your instructor will penalize the submission until a compatible replacement file has been submitted.

Since your coursework will be submitted to Blackboard and your instructor can verify that you have completed an assignment on time only by noting the time stamp when you submitted the work online, it is important that you verify all of your Blackboard homework submissions. To check assignment submissions, do the following: After you submit an assignment, click the “My Grades” button. If you see an exclamation point (!) next to that assignment, it worked. If you don’t see it, resubmit the file and re-verify.

**Checking Grades**
All assignment grades will be posted regularly under the “My Grades” button on the main menu (click on TOOLS first). This allows you to track your progress throughout the class.

**Attendance**
Although this is an online class in which you are usually free to work according to your own schedule, you are still expected to become an active participant in an academic community of writers and learners and to contribute to the learning environment by completing all assigned work in a timely manner. Online classes require excellent time management and self-motivation. For a web-based class, attendance means regularly checking the course Blackboard website and UK email for messages or assignment information. You should carefully budget your time for coursework as if you were attending a class on campus to help you avoid unforeseen delays or procrastination that may affect your overall performance. In addition, you must participate in all virtual group meetings unless prevented from doing so by a verifiable excuse.

**Excused Absences**
There may be times during the semester when you are unable to meet an assignment deadline or attend a virtual meeting because of circumstances beyond your control. Excused absences will be given only with proof as defined by the UK Student Code 5.2.4.2. No absence can be designated “excused” until documentation has been provided and verified. **Students missing work due to an excused absence must inform the instructor and submit appropriate written documentation within two business days following the period of the excused absence, except where prior notification is required.** If the absence is certified as excused, the student will be given the opportunity to make up the work missed. Except in very unusual circumstances, an extended deadline will not exceed one week beyond the original deadline. Students will not be penalized for excused absences. For further information on related UK policies, see [http://www.uky.edu/StudentAffairs/Code/part2.html](http://www.uky.edu/StudentAffairs/Code/part2.html) (sections 5.24, 5.2.4.1, and 5.2.4.2)

**Academic Integrity**
Plagiarism is a serious academic offense. WRD 203 provides you with instruction and practice in finding, using, and documenting outside sources for your papers as needed. Therefore, plagiarism will never be considered an error, but will be considered a violation of academic policy. In general, cheating is the wrongful submission or taking of any information or material by a student with the intent of aiding himself or herself to improve a final grade. We further define cheating as any attempt to deceive or mislead the instructor. **Cheating specifically**
includes submitting work (written by the student or by someone other than the student) prepared for other courses at this or other institutions without the prior consent of your instructor.

The minimum penalty for plagiarism or cheating is a zero on the assignment for a first, “minor offence”; more severe penalties may be recommended and are mandated by the faculty senate for “major” and subsequent offences. Students should also be aware that according to faculty senate rules, those charged with plagiarism may not withdraw from the course in which the offense occurred for any reason.

It is the student’s responsibility to check with the instructor about any questions regarding source usage and documentation before an assignment is due.

Please consult the current edition of Student Rights and Responsibilities for a detailed explanation of university policies governing academic offenses. The following definitions of plagiarism are also drawn from Student Rights and Responsibilities:

6.3.1 PLAGIARISM
All academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Plagiarism includes reproducing someone else’s work, whether it be published article, chapter of a book, a paper from a friend or some file, or whatever. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

When a student's assignment involves research in outside sources or information, the student must carefully acknowledge exactly what, where and how he/she has employed them. If the words of someone else are used, the student must put quotation marks around the passage in question and add an appropriate indication of its origin. Making simple changes while leaving the organization, content and phraseology intact is plagiaristic. However, nothing in these Rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain.

6.3.2 CHEATING
Cheating is defined by its general usage. It includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself/herself or another on any academic work which is considered in any way in the determination of the final grade. Any question of definition shall be referred to the University Appeals Board.

To help you avoid unintentional plagiarism, you will submit your projects to Safe Assign on Blackboard, an electronic service that verifies the originality of student work. Safe Assign anonymously retains documents submitted to its databases. Continued enrollment in this course constitutes your acceptance of this policy.

Disability Services
If you have a documented disability that requires academic accommodations, please make your request to the University Disability Resource Center http://www.uky.edu/StudentAffairs/DisabilityResourceCenter/index.html. The center will require current disability documentation. When accommodations are approved, the Center will provide you with a Letter of Accommodation which details the recommended accommodations. In order to receive accommodations in this course, you must provide your instructor with this Letter of Accommodation from
the Disability Resource Center (Room 2, Alumni Gym, 257-2754). If you have any questions about academic accommodations, please contact the DRC Director Jake Karnes 859.257.2754 or jkarnes@email.uky.edu.

SPECIAL CONSIDERATIONS FOR WRD 203 ONLINE

Course Access/Class Time and Location
This is an online course. To access the course visit http://elearning.uky.edu and login to Blackboard with your LINK BLUE username and password.

Minimum Technology Requirements
Complete the following steps to make sure your computer is correctly configured and the necessary software is installed. Please Note: You will not be able to access course material if you fail to complete these steps.

1. Go to this site to check the minimum hardware, software and browser requirements: http://wiki.uky.edu/blackboard/Wiki%20Pages/Bb9%20Hardware%20and%20Software%20Requirements.aspx

2. Internet Explorer is NOT recommended for Blackboard. Firefox is the recommended Internet browser for the course. Go to https://download.uky.edu/ to download a free version of Firefox. Log in with your LINK BLUE id and password and search for Firefox.

3. Go to http://java.com and click on the Free Java Download button. Run the installer to get the latest version.

4. You will also need Flash, Adobe Acrobat Reader, and QuickTime movie player. Go to http://wiki.uky.edu/blackboard/Wiki%20Pages/Browser%20Check.aspx then click BbGO! If you do not have these installed, you can download them from this site.

5. To download Windows Media Player, click this link: http://www.microsoft.com/windows/windowsmedia/player/10/default.aspx

6. Students and faculty can download Microsoft Office Suite (including Word and PowerPoint) from this site: https://download.uky.edu/.

7. This course will use Adobe Connect, a Web-based elearning and conferencing tool, for supplemental synchronous help sessions offered by your instructor and for mandatory meetings with your group project WRD 203 colleagues. You can access a “Visual Quick Start Guide” for Adobe Connect at this site: http://seminars.adobe.acrobat.com/vqs-participants/
Brief online tutorials to prepare you to attend sessions are also available:
http://tv.adobe.com/watch/learn-adobe-connect-8/adobe-connect-8-jumpstart-for-participants/
You will need headphones and a microphone to participate fully in online class discussions and group project meetings.

Bb 101 for First-Time Online Students
This is a brief introduction for students using Blackboard for the first time.

- Go to http://elearning.uky.edu and log in with your Link Blue ID.
- Click on the Courses link near the top left of the page (to the right of My Bb and under the Library tab).
- In the Course Search line, type Bb9-101 (exactly as you see it there, including the hyphen).
- Find the **Course ID** (first column) Bb9-101-OnLine-Stu, and click the down arrow next to the Course ID.
- Click **Enroll** then **Submit**.

**Contact Distance Learning Library Services**

- Main website: [http://www.uky.edu/Libraries/DLLS](http://www.uky.edu/Libraries/DLLS)
- Carla Cantagallo, DL Librarian, Email: dlservice@email.uky.edu
- Local phone number: 859. 257.0500, ext. 2171;
- Long-distance phone number: (800) 828-0439 (option #6)

**UK Guidelines for Appropriate Online Behavior**

Students are expected to maintain decorum that includes respect for other students and the instructor, to regularly log in to the course, and to display an attitude that seeks to take full advantage of the educational opportunity. All students are expected to be prepared to work and actively participate in class activities.

Virtual communication and discussion "in cyberspace" occur in a social environment where normal rules of social interaction apply. The remoteness of the recipients is no excuse to behave in an anti-social manner and post unacceptable messages.

Unacceptable messages include those that harass, intimidate, threaten, belittle, ridicule, expressed hatred for, or aggression toward others. Let us be mindful to avoid words that imply that some groups of people are less worthy than others (e.g., avoid racist, sexist, anti-Semitic, ageist, and homophobic language).

Discussion board and other electronic communication for this course should relate only to the course subject matter, generally respond to the instructor threads, and always seek to further the aims of that particular discussion forum or chat session (e.g., stay on topic).

Contributions to discussion boards and synchronous chat are the intellectual property of the authors. Students who quote another person in class projects, publications or even in remarks made on the discussion board should always acknowledge the source of that quote (e.g., do not plagiarize your classmates).

Personal comments about other users and their views should not be placed in any of our Blackboard course areas that are viewable by other users.

Do not copy private messages to another person without the author's explicit permission.

Students who violate conduct policies or contribute to a hostile or negative environment will receive a warning, possible grade deductions, and, if necessary, be referred to the Writing Division for further action.

Consult the UK *Student Rights and Responsibilities* regarding the steps for addressing unresolved academic issues at [http://www.uky.edu/StudentAffairs/Code/part2.html](http://www.uky.edu/StudentAffairs/Code/part2.html)

**Backing up Assignment Work**

While you will submit some of your written compositions by uploading *Word* documents to the appropriate assignment link on *Blackboard*, many of your daily assignments will be posted onto your blog. Instead of composing these assignments directly in your blog, you should create them as *Word* documents that you can save as you go. When the assignment is complete, you can then copy and paste the content into your blog. This way, if you encounter any technical problems while submitting, you will have a backup saved in *Word*. **Please Note:** *Microsoft Office Suite*, which includes *Word*, is one of the free downloads you receive as a UK student. Review links above under the “Minimum Technology Requirements” for more information.