WRD 203: Business Writing  
Summer II  
June 6 – August 1, 2013

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.

Course Developers
Deborah Kirkman, Associate Director, Division of Writing, Rhetoric, and Digital Media  
Mary Kathryn Tri, Senior Lecturer, Division of Writing, Rhetoric, and Digital Media  

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

Online Instructors
All online instructors will provide students with information about office location, virtual office hours, office phone number, email correspondence, and required synchronous Adobe Connect class sessions.

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 Course Description, Learning Outcomes, and Goals

Course Description

Instruction and experience in writing for business, industry, and government. Emphasis on clarity, conciseness, and effectiveness in preparing letters, memos, and reports for specific audiences. Prereq: Completion of University Writing requirement or new general education Core Composition and Communication sequence.

Course Goals

While WRD 203 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 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 and communication 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 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 this pre-requisite work, 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


You may purchase access to the required electronic textbook directly from the publisher at a price savings or from any of the UK affiliated bookstores:

Hayden-McNeil: [http://ukwrd203.haydenmcneil.com](http://ukwrd203.haydenmcneil.com)

You will begin working from the Business Writing E-Book on the first day of class.

Additional readings will be made available on Blackboard and through Internet sources. Specific reading assignments are listed in the weekly reading/assignment schedule.
Summary of Assignments and Grade Distribution

Component A | Percent of Final Grade
--- | ---
**Professional Exploration Presentation or Report**, an audience-focused oral presentation or written short report based on research and including appropriate visual aids | 15
**Job Search Documents**: a resume, cover letter, reference request letter or e-mail, reference list, interview thank you letter, and job ad | 10
**Individual Short Report (ISR)** incorporating illustrations, headings, and documentation (5-page single-spaced minimum, excluding illustrations and list of references) | 25
**Group Proposal Assignment**, a collaborative project (10-page single-spaced minimum, excluding illustrations and list of references). | 25

*All team members receive a single grade. See group provisions below.*

Component B

**Group Digital Media Project** | 10
Daily work, blog entries, primary and secondary research, quizzes/tests, peer reviews, team work, and other incremental assignments. | 15

**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 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 75% 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 Component A 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 D- or higher (60%) 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://wrd.as.uky.edu/grade-appeal-policy-and-procedures.

Note: You have two weeks from the date when grades are officially posted to file a grade appeal.

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.

Course 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 component A assignments. In addition, you are
responsible for the safe and timely delivery of assignments to your instructor. 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. Therefore, it is never a good idea to wait until 9:50 to start submitting an assignment that is due at 10:00!

When submitting assignments, be sure to allow yourself enough time to deal with any technical issues that may arise. If you do run into any technical problems, you should immediately contact the university’s help desk and copy your instructor so that you qualify for a “technical extension” should one become necessary. If possible, include a screen shot in your communication with the help desk so that someone can assist you more readily.

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 (a-z, 0-9) before the file extension (example .doc or .docx)—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 in Blackboard, your instructor may 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 at Adobe Connect Synchronous Sessions

In this course, you will be required to attend four synchronous class sessions through Adobe Connect. Because the sessions will be scheduled around students’ availability, failure to attend or actively participate in a synchronous session will result in a reduction to your participation grade. If you are unable to attend a synchronous session because of an event that would constitute an excused absence in a face-to-face course (University-sponsored event, serious illness of the student or dependent, death in the family, or religious holiday), you must provide documentation of the excuse to your instructor in order to have your absence from the session excused. Students with excused absences will be allowed to make up the absence by completing optional assignments. Students with unexcused absences will not be able to make up participation points or receive credit for any activities completed during the session.

Unexcused absences from synchronous sessions will affect your participation grade thus: 1 missed session = 1 letter grade reduction in participation.
Attendance and Participation Policy for Non-Synchronous Whole Class Sessions

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. You are expected to spend a MINIMUM of 3-4 hours per day (5 days a week) working with the course materials. 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.

In addition to attending synchronous sessions, students can participate through posting answers or comments to questions on the class discussion board and completing optional assignments. Appropriate, engaged postings and responses in these venues will positively affect students’ participation grades. Absenteeism and tardiness (from group or class meetings); inappropriate, irrelevant, or incomplete responses and postings; and passive, disinterested participation in meetings will result in lower participation grades.

Excused Absences

Students need to notify their instructor of absences prior to class when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences: (a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit “reasonable cause for nonattendance” by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students are expected to withdraw from the class if more than 20% of the classes scheduled for the semester are missed (excused or unexcused) per university policy.

Problems associated with your computer, procrastination, or forgetfulness are not acceptable excuses for late submission of assignments. It is YOUR responsibility to make sure that you access and submit assignments on time.

Verification of Excused Absences

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 (sections 5.24, 5.2.4.1, and 5.2.4.2).
Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: http://www.uky.edu/Ombud. A plea of ignorance is not acceptable as a defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of Student Rights and Responsibilities (available online http://www.uky.edu/StudentAffairs/Code/part2.html) states that 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 the question of plagiarism involving their own 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 acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else’s work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. 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 of information, the student must carefully acknowledge exactly what, where and how he/she 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 (Section 6.3.1).

Please note: Any assignment you turn in may be submitted to an electronic database to check for plagiarism.

In WRD 203 we further define cheating as any attempt to deceive or mislead the instructor. Cheating specifically includes submitting work you originally prepared for another instructor or another course at this or any other institutions without the prior consent of your instructor.

Accommodations Due to a Disability

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.
**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)

**Special Considerations for WRD 203 Online**

**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](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/](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, Windows Media Player and QuickTime and Adobe Shockwave. 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. Students and faculty can download Microsoft Office Suite (including Word and PowerPoint) from this site: https://download.uky.edu/.

6. This course will use Adobe Connect, a Web-based e-learning and conferencing tool, for required synchronous sessions, office hours, and 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.

**Distance Learning Library Services**

* Main website: 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)

**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.
Assignment Schedule

Both a weekly and a suggested daily schedule for completion of course work is available under the course information tab beginning June 6. Assignments will be due twice a week: on Wednesdays and Saturdays, with two exceptions. All assignments must be submitted by 10:00 PM EDT on the assigned date.