

The University of Kentucky, Division of Writing, Rhetoric, and Digital Media
ENG 203 – Business Writing and Communication
Syllabus (Part 1) – Spring 2010

Course Objectives

To provide instruction in writing and research for business, industry, and government; 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 model the collaborative writing required in the modern workplace; to encourage an ethical response to professional situations and audiences.

Enrollment Criteria: Completion of the University (first-tier) Writing requirement.

This 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 (English 104 or its equivalent) and have completed at least 30 hours of coursework. Since students in ENG 203 must have completed the University Writing Requirement, we assume you

- have mastered the basic writing, usage, and arguing skills of standard American English
- have few or no problems with grammar, spelling, and punctuation
- can compose a paper using library research materials using an appropriate and approved documentation style (e.g., MLA, APA, Chicago) to document and set up a works cited/reference page
- can avoid plagiarism

Graduation Writing Requirement

Students wishing to use English 203 to satisfy the second-tier Graduation Writing Requirement and receive “W” credit for this course must do the following:

Students wishing to receive 'W' credit for this course (a) must submit all formal writing assignments and (b) must receive a grade of 'C' or higher on each major assignment. Note: Assignments or requirements other than this formal writing become a factor in the final determination of 'W' course grades only if you have achieved a grade of 'C' or higher on all formal writing assignments.

For assessment purposes, you will submit two copies of a paper that is at least four pages in length specified by your instructor. One copy will be graded by the instructor; the second copy will be used for SACS assessment and should be a clean copy, with only your student ID number listed at the top of the page, with all other identifying information (your name, instructor name, and course and section number) removed.

Questions about the 'W' option should be referred to the Director of the U.K. Writing Initiative, Prof. Janet Carey Eldred, eldred@uky.edu.

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.

Required Texts

In addition to [Business Writing: A Guide to English 203 at the University of Kentucky](#), [The St. Martin's Handbook](#), and the 2008 edition of UK's [Award-Winning Essays](#), your individual instructor will select a book-length work of literature or nonfiction.

Assignments

While individual instructors may organize assignment sequences in a variety of way, all sections of English 203 will complete the following assignments:

<u>Component A</u>	<u>Percent of Final Grade</u>
Individual short report/proposal using Illustrations, Headings, and Documentation. Some sections may do a brochure, a service learning project, a fundraising letter or some similar project with like requirements. (5 page single-spaced minimum)	25
Group Project (10 page single-spaced minimum) All students in that group will receive a single grade. See Group Provisions below.	25
Researched Ethics essay based on Literature/Film (5 page double-spaced minimum)	25
<u>Component B</u> Short essays, class work, field observations, interviews, homework, research, quizzes/tests peer reviews. 5% will be devoted to the job search project. Another 5% may be devoted to a PowerPoint presentation or other extended short assignment.	25
	TOTAL 100%

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 that do not fully participate will be absolutely responsible for making up any students' work not turned in or done poorly. Team leaders will be responsible for notifying the instructor if students miss group meetings, come to group meetings tardy so as to make the group work overtime, or attend meetings with inadequate or missing material. This notification to the instructor must be within one working day. Students with a verified, documented excuse may discuss make-up work with their instructor.

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 this course, everyone must submit all formal writing assignments and earn a grade of C or better on **each** assignment. Any major assignment that receives a D or below must be revised to reflect competency and must be resubmitted. You may resubmit such assignments **one** time. If you fail to achieve a C grade on the final version of any major writing assignment, you will receive a failing grade for the course. Note that assignments or requirements other than the formal writing (Component B assignments) become a factor in the final determination of your course grade only if you have achieved a grade of C or higher on all three formal writing assignments.

Since ENG 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 neatly word-processed or desktop published; illustrations must be permanently incorporated into the document, and final drafts 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. In general, it will not be feasible for you to make up daily in-class work missed because of absence; however, if your absences are excused, you will not be penalized for missing assignments.

Plagiarism and Cheating

Plagiarism is a serious academic offense. ENG 203 provides you with instruction and practice in finding, using, and documenting outside sources for your papers as needed. *It is the student's responsibility to check with the instructor about any questions regarding outside sources/material and documentation before the final unit/assignment is due.* 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. 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.

Completion, Submission, and Return of 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 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. Anyone encountering technical problems should contact the course instructor immediately to arrange alternative methods for assignment submission.

Attendance

Because participating in in-class writing (prewriting, drafting, peer reviewing, and other writing activities) forms the backbone of this course, regular attendance is essential. Absences, excused or unexcused, necessarily diminish any student's effectiveness as a reviewer of others' work and as a writer profiting from guidance in the drafting process. Thus, students are held accountable for every class meeting, whether absent or present, for whatever reason. **IMPORTANT: Students accumulating 20% or more absences will be required to withdraw or receive an E grade (9 absences in MWF classes, 6 absences in TR classes, and 2 absences in one-day-a-week classes).** (See appropriate sections of Student Rights and Responsibilities for the University's complete policy on absences).

If the absence is excused:

Missed deadlines will be extended within reason, as determined by the instructor.

In-class work that cannot be made up will be excused.

Missed announcements, instructions, assignments, etc. due to the absence(s) will not constitute acceptable reasons for failing to meet subsequent deadlines. It is the student's responsibility to learn the content of the missed classes and to initiate arrangements with the instructor for making up the work.

If the absence is unexcused:

Major assignments not turned in on time will receive E grades, without exception.

Missed in-class work cannot be made up for credit.

Missed announcements, instructions, assignments, etc., due to the absence(s) will not constitute acceptable reasons for failing to meet subsequent deadlines.

No absence can be designated "excused" until documentation has been provided and verified. Absences due to minor conditions (lack of transportation, slight discomfort, conflict with an appointment, registration for classes, etc.) are up to the discretion of the Instructor. **Students missing work due to an excused absence must inform the instructor and submit appropriate written documentation within one week 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; however, some shorter assignments (e.g. in-class group work, peer reviews, group meetings, etc.) because of their nature may not be made up. Except in very unusual circumstances, an extended deadline will not exceed ten days beyond the original deadline.

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 within two weeks of the paper's return to you. Your letter must set forth specifically and in detail all points of disagreement with the evaluation. For this purpose, references to the course grading criteria as well as the assignments specifications and expectations are essential. Appeal of the **course grade** must be made in writing within two weeks of its receipt. A step-by-step description of the appeals process is available on the Division's website (www.uky.edu/AS/English/writprog).

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 the completion of the work.

Syllabus (Part 2)

Your instructor will furnish you with your individual class syllabus and a schedule of the first unit, with any changes to the above, within the first week of class. It is the student's responsibility to review these program-wide policies and the individual class syllabus and bring any questions to the attention of the instructor. Amendments to this syllabus at any time during the semester will be made in writing. Students having any questions about the instructor's policies, teaching methods, or grading should bring those matters first to the attention of the instructor, and if a resolution cannot be reached, contact Dan Shumer, Coordinator of Business and Technical Writing, 257-8046, email dlshum00@uky.edu.