



COURSE TITLE: BUS-2006-08-Professional Writing **HYBRID-Online**

INSTRUCTOR: SANDRA E. LARRAGOITI, PHD

DESCRIPTION: **Contemporary Professional Writing (3 units)**

Students will develop analytical skills and practice in writing and editing various documents common in contemporary organizations: letters, e-mails, reports, business plans, presentations, and websites. Social media applications and e-portfolios are explored. While attention is given to diction and syntax, students are expected to have mastered basic writing skills. Fulfills General Education Upper-Division Writing Requirement.

SEMESTER: SPRING, Term I, 2019 **Hybrid-Online**

COURSE START: Saturdays, Jan. 12, 2019 to Feb. 23, 2019

CLASS HOURS: 9:00 am to 1:15 pm

COURSE MATERIAL: See Below

E MAIL: slarragoiti@ndnu.edu

OFFICE HOURS: 30 minutes prior to the start of each class or by prearranged appointment

2 Required Texts

- 1) Dornan, Edward, & Charles W. Dawe. (2010). *The Brief English Handbook*. New York: HarperCollins College Publisher ISBN: 978-0-205-66141-1 **IT MUST BE THE 9th EDITION** (blue cover).
- 2) Smith Edward, L., & Stephen A. Bernhardt. (1996). *Writing at Work: Professional Writing Skills for People on the Job*. Lincoln, Illinois: NTC Publishing Group ISBN: 0-8442-5983-7

3 Recommended Text

- 1) Goldberg, Natalie. (1986). *Writing Down the Bones: Freeing the Writer Within*. Boston, Massachusetts: Shambhala Publications, Inc. ISBN: 978-87773-375-9
- 2) Houghton, Ph.D, Peggy M & Timothy J. Houghton, Ph.D. (2009). *APA: The Easy Way! Second Edition, A Quick and Simplified Guide to the APA Writing Style*. Flint, Michigan: Baker College Bookstore
On Amazon: ISBN: 0-923568-96-2 APA: The Easy Way! [Updated for APA 6th Edition] Paperback – September 28, 2009 by [Peggy M. Houghton](#) (Author), [Timothy J. Houghton](#) (Author), [Michele M. Pratt](#) (Editor)
- 3) Strunk Jr., William, & E.B. White. (1979). *The Elements of Style*. New York: Macmillan Publishing Co., Inc. ISBN: 0-02-418200-1

Published Textbook Information

In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to the published textbook information. Students wishing to avoid this risk should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.

ACADEMIC HONESTY: Academic honesty is a cornerstone of our values at NDNU. **Work MUST be current to this class.** If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

PRIVACY and CONFIDENTIALITY: One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. It is, however, imperative that students not share information that is confidential, privileged, or proprietary in nature.



Students must be mindful of any contracts they have agreed to with their companies. For this same reason, we ask that no taping occur during instruction and student exchanges.

DISABILITY SERVICES: If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Disability Services to arrange for possible accommodations. Disability Services has recently become part of Counseling, Health, and Disability Services, located in New Hall E18 and New Hall E19. The main number for Counseling, Health and Disability Services is 650-508-3714. The Disability Services Specialist may be contacted directly at 650-508-3670.

SYLLABUS UPDATES: Refer to this syllabus for course assignments. The course syllabus and schedule, however, are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances, we adhere strictly to NDNU policies.

CLASS ATTENDANCE: Your attendance is very important to your studies at the NDNU. Non-attendance or lack of participation in the class will be considered during the grading process. Intensive classes require a stringent absence policy since even once absence may significantly affect achievement of course learning objectives. With only 28 class contact hours as opposed to the traditional 45 contact hours, all class time is critical. A student who misses more than one class period or the equivalent (four accumulated hours) must withdraw from the class; a student who does not officially drop the class after missing more than one class, will be assigned a failing grade for the course. It is the student's responsibility to initiate the drop or withdrawal. There are no exceptions. The first class is CRITICAL; attendance at the first class provides a thorough overview of the writing process. My instruction at the first class cannot be duplicated due to the extensive amount of time devoted to course expectation. To ensure your success in this class, **DO NOT miss the first class meeting.** All class sessions include in-class points.

DROPS/REFUNDS: Please go to your [Student Account](#) page for Tuition/Fees, **drop penalty and refund deadlines.** From Register's website: "*Students' Course History, Class Schedules, and Add/ Drop (during open periods if holds are cleared) are always available online outside of Registrar, Business Office and Advisor open hours.*" You are STRONGLY encouraged to use online services and your NDNU student email. Please be cognizant that "Administrative Withdrawal" processed by instructors is no longer available. Students MUST take the initiative to drop a course. If a student is absent more than 4 hours for an Intensive Evening course, the student MUST drop the course. If a student does not process a desired or necessary drop, unfortunately the grade of "F" will be issued as your course grade which goes into your transcript. Take care of drops early so that you can gain a refund.

CLASS PUNCTUALITY: There will be a quiz over the assigned readings during the first 10 minutes of class; quizzes are worth 4-points each. These quizzes may only be taken at the beginning of class; punctuality is encouraged. There is **NO MAKE-UP** for quizzes and in-class writing exercises. Please note the loss of points for arriving late on the day Final Papers are due or when Oral Presentations are conducted. More than 4 late arrivals will impact your overall grade.

LATE HOMEWORK: Assignments are to be completed and submitted at the start of each class meeting. Assignments not turned in on time are considered late. **Late work MUST be turned the week following the due date;** all late work will incur a reduction by one letter grade, i.e., A will earn B, B+ will earn C+, etc. Late work do not have a Rewrite option. Please be aware that **not all work has an option for late submission;** also, note that late work impacts your grade.

CLASS PARTICIPATION: The class format will be: lecture, group writing & editing, individual writing, written feedback, and self-reflection. Both lecture and classroom activities (both in-class and through the use of Moodle online-see below for specifics about Moodle) are organized to maximize student involvement in the learning process. You will be evaluated on your comprehension of the material as well as your ability to discuss the relevancy of Professional Writing through an Oral Presentation.

Participate in Moodle

To provide an interactive quality to the instruction of writing, I have included an online component through Moodle provided by SBM-NDNU. Moodle facilitates access to



handouts, specific links, extra credit assignment, and a review of our entire course. To access Moodle, go to the NDNU website, www.ndnu.edu; at the very top toolbar, click on CURRENT STUDENTS, under “Your Online Accounts,” click on Moodle. This will take you directly to the Moodle website. Enter your NDNU ID Number, and your NDNU Password (this password should be the same as your NDNU email password). You are automatically enrolled in Contemporary Professional Writing. Once you open our course, you will become a “participant,” please feel free to write your profile and upload a photo. I will periodically update the material found on Moodle. Enjoy your Moodle experience.

Out of courtesy to others, **please do not use cell phone or computers** during the class unless requested. For privacy reason, **DO NOT record** or tape the class sessions; see instructor if there is a concern.

DISTRIBUTION OF AVERAGE WEEKLY HOURS OF INSTRUCTION---Total of 18 weekly hours:

- 4 hours: Participating in class & completing in-class activities
- 4 hours: Reading text, preparing for weekly quizzes, & writing journal entries
- 5 hours: Writing weekly papers & rewrites
- 5 hours: Working on research, writing final paper, preparing presentation

PROGRAM LEARNING OUTCOMES (PLO's)

1. Students will acquire and demonstrate **analytical and problem-solving skills** within various disciplines of business—accounting, economics, finance, management, and marketing.
2. Students will learn to describe, discuss, and analyze **current events in American business** with attention to the global, social, and ethical dimensions of events.
3. Students will acquire the **communication, research, and technological skills** needed to analyze a business situation (problem and/or opportunity) and prepare and present a management report.
4. Students will develop **critical thinking abilities** and a foundation of **ethical principles** that allows them to work effectively, respectfully, ethically, and professionally with people of diverse ethnic, cultural, gender, and other backgrounds.

COURSE LEARNING OBJECTIVES (CLO's):

The overall purpose of this course will be:

1. Demonstrate competence in producing a variety of professional documents using the appropriate media and formats (PLO #2).
2. Use accurate grammar, punctuation and appropriate style to meet professional standards (PLO #1-4).
3. Demonstrate the ability to edit written work for appropriate vocabulary, sentence structure and word economy to meet professional standards. (PLO #1, 3, & 4).
4. Research and correctly document resources using APA format to substantiate information and assertions in their writing (PLO #1 & 3).

CRITERIA FOR EVALUATION: Grades will be based on the completion of numerous small papers, class participation, a journal, grammar exercises, quizzes, a final paper, and a final presentation. The point distribution will be explained in greater detail at our 1st class meeting. You will have many options to earn your desired grade. Please note that quizzes and in-class writing prompts may only be earned in class.

BRING MATERIALS TO CLASS: You will have numerous opportunities to edit your work in class. Please bring to class the following: Journals-Wks. 1, 3, 5, & 7; Rewrite Packets Wks. 3 & 5; Rough Draft-Week 5, Final Paper=Week 7. *FIRST EXTRA CREDIT OPTION: Take a quiz about this syllabus (see Moodle).* Keep ALL your work! You will need to include ALL work in a “Writing Process Packet” which is turned in with Final Paper.

HOMEWORK notification/review: I will provide a weekly list of the homework that is due for the coming week. It will be posted on Moodle, and I will also send one to your NDNU email.

WRITTEN ASSIGNMENTS: The School of Business and Management (SBM) requires the citation format provided by the American Psychology Association (APA) as the standard publication guidelines for all papers. Other departments may require MLA (check with your department).

**READ THIS—HOW TO FORMAT YOUR PAPERS**

Format for all written work: Write all papers with FONT size of 12 or 11. Use Time New Roman, Arial, or Garamond. Double-space all papers. Indent for all paragraphs. **DO NOT add any additional space between paragraphs.** Keep a 1-inch margin on all sides. 1st Paper=2 ½ -3 pages; Chapter 1, 2, & 3 are each 3 pages in length (**no cover sheet for these chapters; cover sheet is only required for Final Paper**). Avoid the use of contractions or abbreviations in formal writing, i.e., small papers and final paper.

FOR FIRST CLASS MEETING----Please bring the following to class:**DO NOT MISS FIRST CLASS (it is extremely difficult to catch up)**

- 1) “A Sense of Mission”
Write a paper (2 ½ -3 pages) about your greatest dream or purpose in life. What is your life’s work? Describe your passion behind this mission. Describe the reason you are drawn to it, the history behind it, and whether you have begun to pursue it. If you have not begun to pursue it, explain what you feel are the obstacles that prevent you from reaching this goal. What are possibly steps you can take in the future? **Follow the writing format explained above under “Written Assignments.”**
- 2) **JOURNALS:** Journals should be approximately 8 x 10. Journal writing will be an integral part of this writing class. **Please bring to class a NEW 8 x 10 Spiral Journal or Composition book, include 5 entries in this journal. Write FIVE separate entries BEFORE** the first class meeting; entries are 1 page long. The only requirement for each 1-page entry is to date and title the entry. It is important to write five entries each week. Write about anything. Do not worry about grammar or punctuation. Just write, write, and write! At the end, you will submit a journal with 30 entries, each one-page in length. There are 5 points earned for bringing this Journal to 1st class (no late option for these points). **Avoid contractions in formal papers, class assignments, and business documents.**
- 3) **Please read** pages 1 to 37 from *Writing at Work*, Smith/Bernhardt; 4-pt quiz at 1st class
SMALL PAPERS: Additional guidelines for small papers will be provided at our 1st class meeting. You will be encouraged to choose topics for your Chapters that are meaningful to you. Your FIRST SMALL PAPER is due **online** by 9:00 of our first meeting, “A Sense of Mission,” please see section above in this syllabus which provides specific instructions for this first paper due Week 1-online.

LENGTH OF SMALL PAPERS: The first paper, *A Sense of Mission* is 2 ½ to 3 pages. The subsequent Small Papers are called Chapters: *Chapter 1, Chapter 2, and Chapter 3*. These Chapter Papers are **each 3 full pages** (follow the format provided above). **Avoid contractions** in formal writing; contractions may be used in your journal. **The specific title of each Chapter** will be discussed at our class session. *Chapter 1* and *2* are submitted **online**, *Chapter 3* is brought to class as a **hardcopy** for a class activity.

REWRITE PACKET-OPTIONAL: You will have the option to submit a Rewrite Packets as a **hardcopy** for these small papers: *Mission, Paragraph Writing, Chapter 1, & Chapter 2*. Work may be resubmitted as a **HARDCOPY** repeatedly until you have earned the desired points you wish to acquire. Resubmissions must be turned in as a hardcopy on Week 3 and 5. Resubmissions will be explained in detail at our 1st class meeting. **Late papers DO NOT** have a REWRITE option (it is always better to submit your papers on time).

EXTRA CREDIT: Extra credit writing options will be made available through a variety of assignments. Many of the extra credit options will be taken from Natalie Goldberg’s text, *Writing Down the Bones* (highly recommended).



FINAL PAPER (hardcopy): The Final Paper (13 pages+) will be a piece of writing that demonstrates your **CURRENT** knowledge of professional writing (do not submit papers written for another class or previously written—such submissions negatively impact your grades). Final Papers will be due on the Week 7 of class. Please feel free to begin working on this paper **immediately**. You will be asked to submit **ONLINE** a typed “Topic Analysis” of your topic by the 2nd week of class (changes may be submitted up to Week 3); submit this **ONLINE**. On the 5th week of class, you will bring a **hardcopy** of your Rough Draft (Chapter 1, 2, & 3) of your final paper (see rubric below) for a class activity. To ensure that this final paper is well written, please make sure that the topic for this paper is of personal importance to you. This **FINAL PAPER**, as a **HARDCOPY**, must be in by 9:00 am on Week 7 to earn full credit. Print your paper **days** before it is due.

Due Dates for Readings & Writing Assignments

- Week 1—1/12 Submit **ONLINE** *Small Paper: Mission*—25 pts (as described above); bring *JOURNAL*—5 pts (see above for type of journal), + write 5 journal entries (1 page each); read pages 1-37 in Smith & Bernhardt (S/B); be prepared to take a quiz on the reading assignment. If Paper #1 is not submitted online by 9:00 am for our 1st class, it DOES NOT have a rewrite option.
- Week 2—1/19 Submit **ONLINE** *Small Paper: Paragraph Writing*—15 pts; ALSO, submit **ONLINE** a typed “Topic Analysis & Outline” for the Final Paper—20 pts (there is no late option for this Outline); submit **ONLINE** “Library Skills Questionnaire” by 9:00, Wk. 2, 25 points; submit Grammar Exercises Set #1 **online** by 9:00 am.
- Week 3—1/26 Submit **ONLINE** *Small Paper: Chapter 1*—25 pts; prepare for 5-pt quiz on pp. 176-246; submit Grammar Exercises Set #2 **online** by 9:00 am; “Journal Check” for 10 additional NEW entries—10 pts (total 15); submit hardcopy of Rewrite Packet option for “Paper: *Mission*.” (Changes to your submitted topic on Week 2 may be submitted on Week 3.)
- Week 4—2/2 Submit **ONLINE** *Small Paper: Chapter 2*—25 pts; 5-pt quiz on pp. 250-324—see Moodle for instructions; submit Grammar Exercises Set #3 **online** by 9:00 am; submit hardcopy of Rewrite Packet option for “Paper: *Paragraphs*.”
- Week 5—2/9 Submit **HARDCOPY** *Small Paper: Chapter 3*—10 pts (no late or rewrite option); bring Rough Draft—30 pts, there is no late option for this Rough Draft; Reading Quiz is a Grammar Quiz; “Journal Check” for 10 NEW entries (total of 25)—10 pts; submit hardcopy of Rewrite Packet option for *Chapter 1 & Chapter 2, & Paragraph*.
- Week 6—2/16 Submit Film Report & Quotes—Submit **ONLINE** (25 points)
- Week 7—2/23 Submit **HARDCOPY** Final Paper MUST be in by 9:00 am for full credit Writing Process Packet **HARDCOPY** due; “Journal Check” for 10 NEW entries (total of 35)—10 pts **HARDCOPY**.

Prepare an Oral Presentations; Celebrate world of writing.



ASSIGNMENTS	POINT VALUE	DUE DATE
Weekly Quizzes—in class (3 quizzes x 5 pts each)	15	Wks. 1, 3, 5
Small Papers Provide a Title for ALL Small Papers. Small Papers consists of: WEEK-PAPER ASSIGNMENT <ul style="list-style-type: none"> ▪ WK 1-Paper #1: Sense of Mission (25 pts. online) ▪ WK 2-Paper #2: Paragraph Writing (15 pts.-online) ▪ WK 3-Paper #3: Chapter 1 (25 pts.-online) ▪ WK 4-Paper #4: Chapter 2 (25 pts. online) ▪ WK 5-Paper #5: Chapter 3 (10 pts--hardcopy) 	100	Wks. 1, 2, 3, 4, 5
Grammar Exercises submitted online (10 points each): <ul style="list-style-type: none"> • Wk. 2—Grammar Exercises Set #1 (online) • Wk. 3—Grammar Exercises Set #2 (online) • Wk. 4--Grammar Exercises Set #3 (online) 	30	Wks. 2, 3, 5
Library Review submit “Library Skills Questionnaire” online by 9:00 Wk. 2	25	Week 2
Journal Review (<i>entries: 5+10+10+10; hardcopy</i>)	35	Wks. 1, 3, 5, 7
Rough Draft Hardcopy (Bring to class: Chapter 1-Title, Chapter 2-Title, & Chapter 3-Title—no introduction or conclusion; each chapter should start on a clear page; each chapter is 3 pages in length; provide a title for each chapter)	30	Wk. 5
Film Quotes (submit online)	25	Wk. 6
Final Paper <ul style="list-style-type: none"> ▪ Topic/Outline due Week 2 (ONLINE)—20 points ▪ Writing Process Packet as HARDCOPY: Outline, Rewrites, Rough Draft due Week 7—30 pts (this is turned in as a separate packet with Final Paper) ▪ In-text Citation, Work Cited/References (citations embedded in text; include a reference page at the end; Week 7)—25 points ▪ Final Paper as HARDCOPY due Week 7—75 points 	150	Wks. 2, 7
In-Class Writing Activities (5 points each)	15	Wks. 1, 3, & 5
Class Participation (10 points each)	30	Wks. 1, 3, 5
Oral Presentation	20	Wk. 7
TOTAL POINTS	475	

POINT DISTRIBUTION:		
A+ = 490+	A = 475—446	A- = 445—427
B+ = 426—413	B = 412—399	B- = 398—380
C+ = 379—365	C = 364—351	C- = 346—332
D+ = 331—318		

GRADE CONVERSION:

A+ 100+	A 100-94	A- 93-90	
B+ 89-87	B 86-84	B- 83-80	
C+ 79-77	C 76-74	C- 73-70	
D+ 69-67	D 66-64	D- 63-60	F 59 or <



Rubric for Final Paper in Contemporary Professional Writing—Professor Sandra E. Larragoiti, PhD

Topic Selection (typed)
Please select a topic that holds your interest or that holds a passion for you. You will be working on this paper throughout the course. Topic changes may occur up to week 3 without loss of points.

Length
13 pages minimum (including: Cover Sheet, Introduction, Body, Conclusions, Bibliography/References)

Documentation
This paper must utilize references and proper in-text citation.

Overall expectation for this paper

- Organizational structure
- Depth of content
- Development of Ideas
- Use of language (vocabulary, sentence style, example of academic writing, etc.)
- Mechanics (punctuation & grammar)
- Documentation—References, bibliography, and use of library research skills

Point Distribution for Final Paper—180 points

1. Topic/Outline (typed)—due Week 2	20 points (no late option; changes up to Week 3)
2. Rough Draft—due Week 5	30 points (no late option)
3. Writing Process Packet—due Week 7	30 points (separate packet with Final Paper)
4. In-text Citations/References—due Week 7	25 points (embedded & attached to Final Paper)
5. Writing of Final Paper—due Week 7	75 points (Structure, Body, Language, Mechanics)

Rubric for Final Paper [Final Paper (75)+Citations (25)]—due Week 7 (See distribution below)

Structure of Paper—25
<ul style="list-style-type: none"> • Was there a Cover Sheet? (2 points) • Was pagination used correctly? (2 points) • Were there 13 pages? (3 points) • Introduction—Did this page provide an overall introduction for ALL chapters? (5 pts) • Overall Body—Was each chapter given a title? Did each chapter have 3 full pages? (5 points) • Conclusion—Was there a conclusion to the Final Paper? (5 points) • Was there a reference page at the end? (3 points)
Development of Body—30 [Ch 1=5; Ch 2=5, Chapter 3=20]
<ul style="list-style-type: none"> • Did the “Chapters” flow naturally? • Was each thesis developed with supporting evidence? • Was the topic developed with supporting data, definition, examples, illustrations, quotations, and/or narratives? • Were there transitional sentences/closing sentences between chapters? • Was there a powerful ending?
Overall Language—10
<ul style="list-style-type: none"> • Was the language used in this Final Paper academic, clear, logical, and varied?
Overall Mechanics—10
<ul style="list-style-type: none"> • Proofread for grammar, spelling, & punctuation.
Citation—25 [4 In-text citation=10, bibliography/work cited=5; proper citation=10]
<ul style="list-style-type: none"> • Paper demonstrates library/research skills “to access, evaluate, and incorporate 3 scholarly articles or references that provide different perspectives” (taken from instructions for assessing “<i>Information Literacy</i>” document). Articles must be Peer Review articles • Includes 4 in-text citation • Includes Bibliography or Work Cited page (4 references) • Use of APA citation format, unless MLA is department requirement (see OWL for guidelines)



SUBMIT ONLINE:

- Week 1—9:00 Jan. 12th
 - Small Paper #1—*Sense of Mission*
- WEEK 2—9:00, Jan. 19th
 - Grammar Exercises Set #1
 - Small Paper #2—*Paragraph*
 - Library Skills—Questionnaire
- WEEK 3—9:00, Jan. 26th
 - Grammar Exercises Set #2
 - Small Paper #3—*Chapter 1*
- WEEK 4—9:00, Feb. 2nd
 - Grammar Exercises Set #3
 - Small Paper #4—*Chapter 2*
- WEEK 6—9:00, Feb. 16th
 - Film Quotes

SUBMIT AS A HARDCOPY, bring to class the following on specified weeks:

- Week 1, 3, 5, & 7
 - Journal Reviews: Wk1-Jan. 12, Wk3-Jan. 26, Wk5-Feb. 9, Wk7-Feb.23
- Week 3, 5 & 7
 - Rewrite Packets: Wk3-Jan. 26th, Wk5-Feb.9th, Wk7-Feb. 23rd
 - Rough Draft (Ch. 1, 2, & 3 for class activity): Week 5—Feb. 9th
- Week 7
 - Final Paper Masterpiece: Week 7—Feb. 23rd