



Chaminade
University
OF HONOLULU

Chaminade-Flex Course Syllabus

[Chaminade University Honolulu](https://www.chaminade.edu/)

3140 Waiialae Avenue - Honolulu, HI 96816

Course Number: FLEX-BU-308

Course Title: Professional Writing & Presentation

College/School/Division Name: School of Business and Communication

Term: Flex term begins the first of the month and extends six months. Month of your enrollment: January

Course Credits: 3

Class Meeting Days: Asynchronous, at your own pace

Class Meeting Hours: Asynchronous, at your own pace

Course Website Address (Canvas): <https://chaminade.instructure.com/>

Instructor Name: John Hamilton, Ed.D

Email: john.hamilton@chaminade.edu

Phone: 808.284.0741

Office Hours: By appointment

University Course Catalog Description:

Letters, proposals, reports, and presentations are often the vehicles through which professionals get their ideas accepted and their contributions valued. This course teaches students the rhetorical principles and writing and presentation practices required for effective communication in business. The course focuses on format, layout, and design strategies for developing informative documents and presentations that use business data to address specified audiences in a variety of professional situations.

Prerequisites: EN 102, COM 101

Marianist Values

This class represents one component of your education at Chaminade University of Honolulu. An education in the Marianist Tradition is marked by five principles and you should take every opportunity possible to reflect upon the role of these characteristics in your education and development:

1. Education for formation in faith
2. Provide an integral, quality education
3. Educate in family spirit
4. Educate for service, justice and peace
5. Educate for adaptation and change

Native Hawaiian Values

Education is an integral value in both Marianist and Native Hawaiian culture. Both recognize the transformative effect of a well-rounded, value-centered education on society, particularly in seeking justice for the

marginalized, the forgotten, and the oppressed, always with an eye toward God (Ke Akua). This is reflected in the 'Olelo No'eau (Hawaiian proverbs) and Marianist core beliefs:

1. Educate for Formation in Faith (Mana) E ola au i ke akua ('Olelo No'eau 364) May I live by God
2. Provide an Integral, Quality Education (Na'auao) Lawe i ka ma'alea a kū'ono'ono ('Olelo No'eau 1957) Acquire skill and make it deep
3. Educate in Family Spirit ('Ohana) 'Ike aku, 'ike mai, kōkua aku kōkua mai; pela iho la ka nohana 'ohana ('Olelo No'eau 1200) Recognize others, be recognized, help others, be helped; such is a family relationship
4. Educate for Service, Justice and Peace (Aloha) Ka lama kū o ka no'eau ('Olelo No'eau 1430) Education is the standing torch of wisdom
5. Educate for Adaptation and Change (Aina) 'A'ohe pau ka 'ike i ka hālau ho'okahi ('Olelo No'eau 203) All knowledge is not taught in the same school

Program Learning Outcomes (PLO)

Upon completion of the BU-308 program, students will **be able to**

1. Understand the role of communication in business
2. Use the accepted standards of English grammar and punctuation in written business communications
3. Adapt your language to specific readers and to select the most effective words for use in business communication
4. Write business communications that emphasize key points and have a positive effect on human relations
5. Understand the role of messages in business and the process of writing them
6. Write effective letters of goodwill and recommendations
7. Write indirect responses to convey bad news
8. Understand and use good talking techniques, lead and participate in meetings, communicate effectively by telephone, dictate messages effectively, listen well, and understand nonverbal communication
9. Use good speaking and oral-reporting techniques
10. Describe the major barriers to cross-cultural communication and how to overcome them
11. Describe the role of technology in business communication
12. Explain the difference between primary and secondary research
13. Evaluate websites for reliability
14. Analyze and interpret information clearly and completely

Course Learning Outcomes (CLO)

By the end of our course, students will be able to:

1. Develop effective professional correspondence.
2. Illustrate cross-cultural communication.
3. Distinguish effective workplace communication strategies.
4. Employ an effective job search campaign.
5. Showcase the ability to conduct presentations

Alignment of Learning Outcomes

	CLO 1	CLO 2	CLO 3	CLO 4	CLO 5
Marianist Values	2, 5	2, 5	4, 5	5	4, 5
Program Learning Outcomes	1, 4, 5, 6	6, 8, 9, 10	1, 5, 8	1, 12, 13, 14	1, 3, 14

Course Prerequisites

Please check Chaminade's Course Catalog for any pre-requisites for this class at:
<https://catalog.chaminade.edu/>

Required Learning Materials

Textbook: Business and Professional Communication, 1st Edition
By Kory Floyd and Peter Cardon
ISBN10: 1260514498
ISBN13: 9781260514490
Copyright: 2020

Course Website: <https://chaminade.instructure.com/>

Hardware Requirements: Canvas is accessible from both PC and Mac computers with a reliable internet connection. You will also need to be able to access audio and video files. Subsequently, you should have access to speakers or headphones that allow you to hear the audio.

Software Requirements: You will need to have some ability to listen to audio in an mp3 format, watch videos in mp4 format, stream online videos, and read .pdf files. There are a number of free software online that can be downloaded for free. If you need assistance with locating software please feel free to contact the Chaminade Help Desk at helpdesk@chaminade.edu or (808) 735-4855.

Technical Assistance for Canvas Users:

- Search for help on specific topics or get tips in [Canvas Students](#)
- [Live chat with Canvas Support for students](#)
- Canvas Support Hotline for students: +1-833-209-6111
- Watch this [video to get you started](#)
- [Online tutorials](#): click on "Students" role to access tutorials
- Contact the Chaminade IT Helpdesk for technical issues: helpdesk@chaminade.edu or call (808) 735-4855

Tutoring and Writing Services

Chaminade is proud to offer free, one-on-one tutoring and writing assistance to all students. Tutoring and writing help is available on campus at Kōkua 'Ike: Center for Student Learning in a variety of subjects (including, but are not limited to: biology, chemistry, math, nursing, English, etc.) from trained Peer and Professional Tutors. Please check Kōkua 'Ike's website (<https://chaminade.edu/advising/kokua-ike/>) for the latest times, list of drop-in hours, and information on scheduling an appointment. Free online tutoring is also available via TutorMe. Tutor Me can be accessed 24/7 from your Canvas account. Simply click Account – Notifications – TutorMe. For more information, please contact Kōkua 'Ike at tutoring@chaminade.edu or 808-739-8305.

Assessment:

This course is utilizing a Flex model, meaning the only due dates you have are 1) your course completion Schedule, which is due by 11:59pm on the 7th day of this class; and 2) all other assignments must be submitted by 11:59 pm on the last day of class (six months after your initial start date). The Flex model provides you with the convenience and ability to work at your own pace and complete assignments when it is convenient for you. You can work as fast as you want, meaning you can complete the course in as little as six weeks, or up to six months.

Note: I have provided suggested due dates in Canvas, but you are not required to stick with these dates. You won't lose any points for turning in an assignment after the due date listed in Canvas, as long as all assignments are submitted by September 12.

Descriptions of all assignments along with scoring rubrics are available on the course Canvas page. Letter grades for the course will be determined by the following formula:

- Assignments - 50%
- Communicate of Practice - 10%
- Quizzes – 25%
- Discussions – 15%
- Final Exam – 20%
- Self-Assessment – 5%

Grading Scale

Letter grades are given in all courses except those conducted on a credit/no credit basis. Grades are calculated from the student's daily work, class participation, quizzes, tests, term papers, reports and the final examination. They are interpreted as follows:

- A Outstanding scholarship and an unusual degree of intellectual initiative
- B Superior work done in a consistent and intellectual manner
- C Average grade indicating a competent grasp of subject matter
- D Inferior work of the lowest passing grade, not satisfactory for fulfillment of prerequisite course work
- F Failed to grasp the minimum subject matter; no credit given

Course Policies

Course Approach

This course is utilizing a Flex model, meaning the only due dates you have are 1) your course completion Schedule, which is due by 11:59pm on the Sunday of your first week in this class; and 2) all other assignments must be submitted by 11:59 pm on the last day of class (six months after your initial start date). The Flex model provides you with the convenience and ability to work at your own pace and complete assignments when it is convenient for you. You can work as fast as you want, meaning you can complete the course in as little as six weeks, or up to six months.

Grades of "Incomplete"

Issuance of an Incomplete grade is not automatic and at the discretion of the faculty member. It may be assigned to a student who has successfully completed with at least a passing grade, a majority of the work of the course and who has an unavoidable and compelling reason why the remainder of the work cannot be completed on schedule.

Writing Policy

All work submitted by Chaminade University students must meet the following writing standards. Written assignments should:

1. Use correctly the grammar, spelling, punctuation, and sentence structure of Standard Written English.
2. Develop ideas, themes, and main points coherently and concisely.
3. Adopt modes and styles appropriate to their purpose and audience.
4. Be clear, complete, and effective.
5. Carefully analyze and synthesize material and ideas borrowed from sources. In addition, the sources of the borrowed material should be correctly acknowledged to avoid plagiarism (see Plagiarism).
6. Any written assignment will follow APA formatting standards

Instructor and Student Communication

Questions for this course can be emailed to the instructor at john.hamilton@chaminade.edu. In-person (Zoom or Facetime) and phone conferences can be arranged. Face to face meetings will be scheduled as a last resort at this time due to COVID restrictions. Response time will take place up to 48 hours.

Disability Access

If you need individual accommodations to meet course outcomes because of a documented disability, please speak with me to discuss your needs as soon as possible so that we can ensure your full participation in class and fair assessment of your work. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations from Kōkua 'Ike: Center for Student Learning by the end of week three of the class, in order for instructors to plan accordingly. If a student would like to determine if they meet the criteria for accommodations, they should contact the Kōkua 'Ike Coordinator at (808) 739-8305 for further information (ada@chaminade.edu).

Title IX Compliance

Chaminade University of Honolulu recognizes the inherent dignity of all individuals and promotes respect for all people. Sexual misconduct, physical and/or psychological abuse will NOT be tolerated at CUH. If you have been the victim of sexual misconduct, physical and/or psychological abuse, we encourage you to report this matter promptly. As a faculty member, I am interested in promoting a safe and healthy environment, and should I learn of any sexual misconduct, physical and/or psychological abuse, I must report the matter to the Title IX Coordinator. If you or someone you know has been harassed or assaulted, you can find the appropriate resources by visiting Campus Ministry, the Dean of Students Office, the Counseling Center, or the Office for Compliance and Personnel Services.

Attendance Policy

The following attendance policy is from the [2021-2022 Academic Catalog](#).

Students are expected to attend regularly all courses for which they are registered. Student should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Notification may be done by emailing the instructor's Chaminade email address, calling the instructor's campus extension, or by leaving a message with the instructor's division office. It is the instructor's prerogative to modify deadlines of course requirements accordingly. Any student who stops attending a course without officially withdrawing may receive a failing grade.

Students with disabilities who have obtained accommodations from the Chaminade University of Honolulu ADA Coordinator may be considered for an exception when the accommodation does not materially alter the attainment of the learning outcomes.

Federal regulations require continued attendance for continuing payment of financial aid. When illness or personal reasons necessitate continued absence, the student should communicate first with the instructor to review the options. Anyone who stops attending a course without official withdrawal may receive a failing grade or be withdrawn by the instructor at the instructor's discretion.

Academic Conduct Policy

From the 2019-2020 Undergraduate Academic Catalog (p. 39):

Any community must have a set of rules and standards of conduct by which it operates. At Chaminade, these standards are outlined so as to reflect both the Catholic, Marianist values of the institution and to honor and respect students as responsible adults. All alleged violations of the community standards are handled through an established student conduct process, outlined in the Student Handbook, and operated within the guidelines set to honor both students' rights and campus values.

Students should conduct themselves in a manner that reflects the ideals of the University. This includes knowing and respecting the intent of rules, regulations, and/or policies presented in the Student Handbook, and realizing that students are subject to the University's jurisdiction from the time of their admission until their enrollment

has been formally terminated. Please refer to the Student Handbook for more details. A copy of the Student Handbook is available on the Chaminade website.

For further information, please refer to the Student Handbook which is linked annually on the following webpage: <https://chaminade.edu/current-students/>

Credit Hour Policy

The unit of semester credit is defined as university-level credit that is awarded for the completion of coursework. One credit hour reflects the amount of work represented in the intended learning outcomes and verified by evidence of student achievement for those learning outcomes. Each credit hour earned at Chaminade University should result in 45 hours of engagement. This equates to one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks for one semester, 10 week term, or equivalent amount of work over a different amount of time. Direct instructor engagement and out-of-class work result in total student engagement time of 45 hours for one credit.

The minimum 45 hours of engagement per credit hour can be satisfied in fully online, internship, or other specialized courses through several means, including (a) regular online instruction or interaction with the faculty member and fellow students and (b) academic engagement through extensive reading, research, online discussion, online quizzes or exams; instruction, collaborative group work, internships, laboratory work, practica, studio work, and preparation of papers, presentations, or other forms of assessment. This policy is in accordance with federal regulations and regional accrediting agencies.

Suggested Course Schedule

Module #	Assignment Title	Days after enrollment due date
Module 1	Assignment Course Completion Plan (1:00)	7
Module 1	Assignment Student Introduction and Course Plan (1:30)	7
Module 1	Read Chapter 1 and 2 (5:00)	7
Module 1	Review Presentation Material (3:00)	7
Module 1	Participate in Community of Practice (3:00)	7
Module 1	Quiz (1:30)	7
Module 2	Read Chapter 3 & 4 (5:00)	14
Module 2	Review Presentation Material (4:00)	14
Module 2	Quiz (1:30)	14
Module 2	Assignment 5 Ways to Listen Better (2:30)	14
Module 3	Read Chapter 5 & 6 (5:00)	21
Module 3	Review Presentation Material (4:00)	21
Module 3	Quiz (1:30)	21
Module 3	Assignment Problem Solving Case (8:00)	21
Module 4	Read Chapter 7 & 8 (4:00)	28
Module 4	Review Presentation Material (4:00)	28
Module 4	Discussion (2:00)	28

Module 4	Quiz (1:30)	28
Module 5	Participate in Community of Practice	35
Module 5	Read Chapter 9 (2:00)	35
Module 5	Review Presentation Material (1:30)	35
Module 5	Watch: Interviewing Skills / Review: Video Questions (1:00)	35
Module 5	Assignment: Community of Practice (1:30)	35
Module 5	Quiz (1:30)	35
Module 6	Read Chapter 10 (2:30)	42
Module 6	Discussion: Blogs and Tweets (2:00)	42
Module 6	Quiz (1:30)	42
Module 7	Read Chapter 11 (2:30)	49
Module 7	Quiz (1:30)	49
Module 7	Review Presentation Material	49
Module 8	Read Chapter 12 (2:30)	56
Module 8	Quiz (1:30)	56
Module 8	Assignment Oral Reporting and Public Speaking (8:00)	56
Module 9	Read Chapters 13 & 14 (5:00)	63
Module 9	Review Presentation Material (4:00)	63
Module 9	Assignment: Community of Practice (3:00)	63
Module 9	Quiz (1:30)	63
Module 9	Participate in Community of Practice	63
Module 10	Final Exam (2:00)	70