



**Chaminade**  
**University**  
OF HONOLULU

## **BU 308 Course Syllabus**

3140 Waialae Avenue - Honolulu, HI 96816

[www.chaminade.edu](http://www.chaminade.edu)

**Course Number:** BU 308

**Course Title:** Professional Writing and Presentation

**School/Division:** School of Business and Communication

**Term:** Fall 2022

**Credits:** 3

**Instructor Name:** Dr. Hans Chun

**Email:** [hans.chun@chaminade.edu](mailto:hans.chun@chaminade.edu)

**Phone:** 808.440.4264

**Office Hours:** M.W.F 12:30 – 1:30 pm / T.Th 1:00 – 2:00 pm and 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.

### **Marianist Values (Highlighted are covered in this course)**

1. Educate 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

### **Program Learning Outcomes**

1. Communicate effectively regarding business related tasks, in both oral and written modes.
2. Select and use the appropriate quantitative tools for decision-making.
3. Undertake analysis, perform tasks, and develop strategies using the central concepts of each functional area of business.
4. Assess and create business strategy appropriate for organizations in specified business environments, including global and domestic markets.
5. Discuss the legal obligations of organizations and the ethical dilemmas they face, along with appropriate frameworks for addressing these dilemmas.
6. Discuss the distinctive features and challenges of conducting business internationally.
7. Serve as an effective individual contributor to a group process and deliverable
8. Use business skills to promote service, justice and peace within community organizations.

### **Course Learning Outcomes**

1. Develop effective professional correspondence. (PLO 1)
2. Illustrate cross-cultural communication. (PLO 6, 8)
3. Distinguish effective workplace communication strategies. (PLO 1, 5)
4. Employ an effective job search campaign. (PLO 1)
5. Showcase the ability to conduct presentations. (PLO 1, 7)

### **Learning Materials**

- Course materials will be provided.

**Assessment**

| <b>Assignments</b>                                       | <b>Max Points</b> | <b>Your Points</b> |
|----------------------------------------------------------|-------------------|--------------------|
| Critical Thinking Activities x 4 (7.5, 7.5, 5, 5 points) | 25                | / / /              |
| Case-based Exercises x 2 (12.5 points each)              | 25                | / /                |
| Presentation                                             | 8                 | /8                 |
| Project-based Presentation                               | 12                | /12                |
| Participation/Active Learning Activities                 | 20                | /20                |
| Final Exam                                               | 10                | /10                |
| <b>Total</b>                                             | <b>100</b>        | <b>/100</b>        |

May be subject to change based on the dynamics of current events. Late assignments submitted one-day late will receive a 10% deduction and two-days late with a 25% deduction. Unexcused late assignments will not be accepted after. If there is an emergency, make sure to contact me before the due date of an assignment. No work will be accepted after the last day of the course.

**Grading scale**

|         |   |
|---------|---|
| 100-90% | A |
| 89-80%  | B |
| 79-70%  | C |
| 69-60%  | D |
| 59-0%   | F |

**Schedule**

| <b>Week</b>                               | <b>Topic</b>                                                                                                                     | <b>Review/Do</b>               |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| 8/22 – 8/28                               | <b>Introduction</b>                                                                                                              |                                |
| 8/29 – 9/4                                | <b>Understanding Workplace Communication</b>                                                                                     | *Critical Thinking Activity #1 |
| 9/5 – 9/11<br>9/5 – No Class<br>Labor Day | <b>Communicating Across Cultures / Adapting Your Words to Your Readers</b>                                                       | *Critical Thinking Activity #2 |
| 9/12 – 9/18                               | <b>Adapting Your Words to Your Readers</b><br><b>Constructing Clear Sentences and Paragraphs / Writing for a Positive Effect</b> |                                |
| 9/19 – 9/25                               | <b>Choosing the Best Process and Form / Good News and Neutral Messages</b>                                                       | *Case-based Exercise #1        |
| 9/26 – 10/2                               | <b>Good News and Neutral Messages</b>                                                                                            | *Case-based Exercise #1        |
| 10/3 – 10/9                               | <b>Maintaining Goodwill in Bad News Messages</b>                                                                                 | *Case-based Exercise #2        |

| <b>Week</b>                                               | <b>Topic</b>                                                                                                                                                   | <b>Review/Do</b>                                 |
|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| 10/10 – 10/16<br><br>10/10 – No Class<br>Discoverer's Day | <b>Maintaining Goodwill in Bad News Messages</b>                                                                                                               | *Case-based Exercise #2                          |
| 10/17 – 10/23                                             | <b>Making Your Case with Persuasive Messages and Proposals</b>                                                                                                 | *Critical Thinking Activity #3                   |
| 10/24 – 10/30                                             | <b>Conducting a Winning Job Campaign / Communicating Effectively in Meetings and Conversations</b><br><br><b>Delivering Oral Reports and Business Speeches</b> | *Critical Thinking Activity #4                   |
| 10/31 – 11/6                                              |                                                                                                                                                                |                                                  |
| 11/7 – 11/13                                              |                                                                                                                                                                | *Presentation<br><br>*Project-based Presentation |
| 11/14 – 12/2                                              |                                                                                                                                                                | *Project-based Presentation<br><br>*Final Exam   |

May be subject to change based on the dynamics of current events.

### **Student Responsibilities**

- It is important for you to bring the textbook to each class and to keep up with the assigned readings/course material.
- Professional behavior is expected in and beyond our class environment.
- Appropriate, meaningful technology such as tablets and laptops may be used through my facilitation during class. Laptops and tablets should not be misused, such as checking distracting websites. Use your best judgment and please respect my time and your classmates. Cellphones/Smartphones should be placed on silent and please answer messages after class. Continued inappropriate usage of electronic devices will result in deduction of participation points.

### **Writing Standards**

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).

### **Online Course Guidelines**

- Our main online learning management system (LMS) platform utilizes Canvas. Please make sure to review the Student Tutorial located on your course dashboard regarding instructions on

accessing and submitting materials and assignments. Also, if you have any questions, please make sure to contact me and I can assist you on navigating the course. We will also utilize Zoom or a similar platform for live online class sessions if the need arises.

- Netiquette Guidelines: Students should communicate with each other using the same common courtesy, politeness, and appropriate online behaviors as we would in a face-to-face environment: a) Respect the opinions of others and their right to disagree; b) Keep replies and comments focused on the relevant topic; d) Post discussions and assignments in a timely fashion so that others can have sufficient time to review and reply.

### **One-on-One Tutoring**

Kōkua 'Ike: Center for Student Learning offers drop-in tutoring for a wide range of classes and no appointment is needed! Tutoring is offered on a first come first serve basis and free to all Chaminade Students.

You can also make an appointment: <https://chaminade.edu/advising/kokua-ike/>

Email: [tutoring@chaminade.edu](mailto:tutoring@chaminade.edu)

### **Academic Honesty**

Violations of the Honor Code are serious. They harm other students, your professor, and the integrity of the University. Alleged violations will be referred to the Office of Judicial Affairs. If found guilty of plagiarism, a student might receive a range of penalties, including failure of an assignment, failure of an assignment and withholding of the final course grade until a paper is turned in on the topic of plagiarism, failure of the course, or suspension from the University.

Violations of Academic Integrity: Violations of the principle include, but are not limited to:

- Cheating: Intentionally using or attempting to use unauthorized materials, information, notes, study aids, or other devices in any academic exercise.
- Fabrication and Falsification: Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of inventing or counterfeiting information for use in any academic exercise.
- Multiple Submissions: The submission of substantial portions of the same academic work for credit (including oral reports) more than once without authorization.
- Plagiarism: Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source).
- Abuse of Academic Materials: Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource materials.
- Complicity in Academic Dishonesty: Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty.

Plagiarism includes, but is not limited to:

- Copying or borrowing liberally from someone else's work without his/her knowledge or permission; or with his/her knowledge or permission and turning it in as your own work.
- Copying of someone else's exam or paper.
- Allowing someone to turn in your work as his or her own.
- Not providing adequate references for cited work.
- Copying and pasting large quotes or passages without properly citing them.

### **Academic Conduct Policy**

From the Undergraduate Academic Catalog:

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.

### **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.

### **Disability Access**

The University is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. Students who need accommodations must be registered with Student Disability Services. Students with special needs who meet criteria for the Americans with Disabilities Act (ADA) provisions must provide written documentation of the need for accommodations to Kokua Ike: Center for Student Learning by the end of week three of the class, in order for the instructor to plan accordingly. Failure to provide written documentation will prevent your instructor from making the necessary accommodations. If you would like to determine if you meet the criteria for accommodations, contact [ada@chaminade.edu](mailto:ada@chaminade.edu).

### **Attendance Policy**

As stated in the Chaminade University Catalog, students are expected to attend all classes for courses in which they are registered. Students are expected to attend all classes in which they are registered. The student should notify their instructors when illness or other extenuating circumstances prevents them from attending class and make arrangements to complete missed assignments. Not meeting the attendance requirements may result in lowering of the grade, withdrawal from the course, or failing the course. The instructor will specify and enforce expectations for online participation and receipt of assignments appropriate to the design of the course.

#### **Excused Absences**

Since it is expected that students will participate in all class sessions, excused absences are only granted in exceptional situations where evidence is provided by the student to the instructor. Students should notify their instructors when a situation prevents them from attending class and make arrangements to complete missed assignments. While notification of the instructor by a student that he/she will be absent is courteous, it does not necessarily mean the absence will be excused.

#### **Unexcused Absences**

Chaminade University student policy states that in cases where unexcused absences are equivalent to more than a week of classes, the instructor has the option of lowering the grade.