# Course Schedule

**ALL TIMES EASTERN** – Please see the University Policies section of the Course Syllabus for details.

Please review the Course Syllabus including the University Policies section before you begin your course.

**You must complete the Syllabus Quiz in order to gain access to the Modules**

<table>
<thead>
<tr>
<th>Week</th>
<th>Module</th>
<th>Readings and Other Assigned Material</th>
<th>Course Requirements</th>
<th>Due Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Module 01: Introduction</td>
<td>Ch. 1 pp. 1–21</td>
<td>Syllabus Quiz</td>
<td>You must complete this to gain access to the Modules.</td>
<td>Ungraded</td>
</tr>
<tr>
<td>Week 2</td>
<td>Module 02: The Writing Process</td>
<td>Ch. 2 pp. 36–51</td>
<td>Introduce Yourself Workshop</td>
<td>Thursday, September 22, 2011 at 11:55 PM</td>
<td>Ungraded</td>
</tr>
<tr>
<td></td>
<td>Module 02 Workshop: Purpose, Scope, Audience</td>
<td></td>
<td>Thursday, September 22, 2011 at 11:55 PM</td>
<td>10% for all workshops</td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>Module 03: Memos, Emails, Routine Internal</td>
<td>Ch. 5</td>
<td>Module 03 Workshop: Business Memo Correction</td>
<td>Thursday, September 29, 2011 at 11:55 PM</td>
<td></td>
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<tr>
<td></td>
<td>Communications</td>
<td></td>
<td>Thursday, September 29, 2011 at 11:55 PM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>Module 04: Word Choice, Conciseness, and Tone</td>
<td>Chs. 3 and 4</td>
<td>Module 04 Workshop: Paragraph Correction</td>
<td>Thursday, October 6, 2011 at 11:55 PM</td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>Module 05: Persuasive Writing</td>
<td>Ch. 8</td>
<td>Module 05 Workshop: Toulmin's Theory of Argument</td>
<td>Thursday, October 13, 2011 at 11:55 PM</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Assignment 1: Information Request Memo</td>
<td>Thursday, October 13, 2011 at 11:55 PM</td>
<td></td>
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<tr>
<td>Week 6</td>
<td>Module 06: Goodwill and Bad News Messages</td>
<td>Chs. 6 and 7</td>
<td>Module 06 Workshop: Direct or Indirect?</td>
<td>Thursday, October 20, 2011 at 11:55 PM</td>
<td></td>
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<tr>
<td>Week 7</td>
<td>Module 07: Informal Reports</td>
<td>Ch. 10</td>
<td>Module 07 Workshop: Informal Report Analysis</td>
<td>Thursday, October 27, 2011 at 11:55 PM</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Assignment 2: Bad News Letter</td>
<td>Thursday, October 27, 2011 at 11:55 PM</td>
<td>10%</td>
</tr>
<tr>
<td>Week 8</td>
<td>Module 08: Writing in Teams</td>
<td>Ch. 2 pp. 52–53</td>
<td>Module 08 Workshop: Peer Review of Draft Recommendation Report</td>
<td>Deadline for posting your draft report is Wednesday, November 2, 2011 at 11:55 PM; Deadline for posting your</td>
<td></td>
</tr>
<tr>
<td>Week</td>
<td>Module Topic</td>
<td>Ch/Pages</td>
<td>Module Workshop/Assignment</td>
<td>Date</td>
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<tr>
<td>Week 9</td>
<td><strong>Module 09:</strong> Proposals and Formal Reports</td>
<td>Ch. 11 pp.</td>
<td><strong>Module 09 Workshop:</strong> Formal Proposal Purpose Statement and Roadmap</td>
<td>Thursday, November 10, 2011 at 11:55 PM</td>
<td></td>
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<tr>
<td></td>
<td>peer review of a team member's draft report is</td>
<td>358–367</td>
<td></td>
<td>Friday, November 4, 2011 at 11:55 PM</td>
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<tr>
<td>Week 10</td>
<td><strong>Module 10:</strong> Research Methods and Documentation</td>
<td>Ch. 11 pp.</td>
<td><strong>Module 10 Workshop:</strong> Progress Report and Peer Report I</td>
<td>Thursday, November 17, 2011 at 11:55 PM</td>
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<tr>
<td></td>
<td></td>
<td>367–402</td>
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<tr>
<td>Week 11</td>
<td><strong>Module 11:</strong> Communicating Across Cultures</td>
<td>Ch. 1 pp.</td>
<td><strong>Module 11 Workshop:</strong> Progress Report and Peer Report II</td>
<td>Thursday, November 24, 2011 at 11:55 PM</td>
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<td></td>
<td>22–29</td>
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<tr>
<td>Week 12</td>
<td><strong>Module 12:</strong> Communicating for Employment</td>
<td>Ch. 9</td>
<td><strong>Assignment 4:</strong> Formal Proposal</td>
<td>Thursday, December 1, 2011 at 11:55 PM</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>25%</td>
<td></td>
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<tr>
<td>Final Exam</td>
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<td></td>
<td>25%</td>
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</tr>
</tbody>
</table>

**Final Examination Arrangement and Schedule**

All students taking online courses that have a final exam must provide examination arrangement information by **Friday, September 30, 2011**.

Examination schedule details will be available on Quest approximately four weeks prior to the exam date. For instructions on how to find exam information, go to the Quest Help page.

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Official Grades and Academic Standings are available through Quest.

Please note: Your access to this course will continue for the duration of the current term. You will not have access to this course once the next term begins.

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Questions relating to academic issues (e.g., course content) should be posted on the Ask the Instructor discussion board. Questions of a personal nature can be directed to your instructor, Judy Langill, via email at jllangil@uwaterloo.ca.

Your instructor checks email frequently and you should expect an answer to your questions by email within 24 hours Monday to Friday.

You may also contact your TA directly for questions related to the assignments and workshops. Use the Ask the TA discussion board for questions of an academic nature. Use email for issues of a personal nature.

Your TAs for this course are:

Section 01 – Andre Yam
Section 02 – Allison Rittenhouse
Section 03 – Maja Pasovic
Section 04 – Kate Jenkins
Section 05 – Melanie Love
Section 06 – Jonathan Doering
Section 07 – Mark Carter
Section 08 – Natalee Blagden
Section 09 – Heidi Ebert
Section 10 – Nathan Hagenah

*To find out what section you are in, click the Groups link. If you are not in a section by the end of Week 3, please contact Technical Support.

News

Your instructor will make announcements as needed. Please check the News section of your Course Home page regularly.

Discussions

Please use the following discussion boards to communicate with your instructor and/or TA:

- Ask the Instructor – Use this discussion board to ask the instructor specific questions about course content.
- Ask the TA – Use this discussion board to ask your TA questions about your assignments and workshops. TAs will use this board to communicate with their sections. Your TA drops in at the online discussion board daily (Monday to Friday) and posts responses to student questions as necessary.

About the Course

Course Author — Robert Clapperton

Educational Background
Robert Clapperton is a PhD candidate in English Language and Literature at the University of Waterloo. Robert also teaches business communications at Conestoga College in Kitchener, Ontario. Prior to embarking on his PhD, Robert spent eighteen years in the business world including fourteen years running his own software firm.

Current Research

Research interests include the rhetoric of social policy, cognitive rhetoric and ideology, and business and technical writing pedagogy.

(Last updated Nov. 4, 2009)

Instructor — Judy Langill

Since receiving her MA in English from the University of Waterloo in 2002, Judy has taught a variety of courses both on campus and online for the Department of English Language and Literature, including Literary Criticism, British Literature, International Mystery Fiction, Children’s Literature, and Literature and the Bible. As well, Judy brings to the course over twenty-five years of experience in the business and legal fields in Canada and the U.S.

Description

ENGL 210F will introduce you to the major genres of business writing, but most importantly, it will help develop your ability to write in a professional, concise, and appropriate style for the business world. The course will help you develop the critical thinking skills necessary to define your audience and purpose; who you are writing for and why.

ENGL 210F will develop your ability to write persuasively using key rhetorical principles and appeals to ethos, logic, and emotion. You will learn how to invent and present an argument for common real world scenarios such as gaining approval for an idea or denying a request. The course is designed to provide you with skills you will apply in your professional life.

The course also gives you the opportunity to develop skills and strategies in the area of collaborative writing. Many of the documents you will produce in the work world will be written in teams whose members are geographically dispersed and reliant on technology to collaborate.

ENGL 210F touches on the widest range of genres possible in a twelve-week term, from email to formal proposals, while introducing the key writing skills necessary to success in your career.

Objectives

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ENGL 210F touches on the widest range of genres possible in a twelve-week term, from email to formal proposals, while introducing the key writing skills necessary to success in your career.

This online course was developed in the Winter term of 2009 by Robert Clapperton, with instructional design and
Workshops

Description

Each module has a workshop that will reinforce the core concepts in that module. For some workshop activities, feedback will be provided automatically as soon as you submit the activity; others require you to collaborate with classmates in small groups. Read the instructions for each workshop carefully.

The workshops as a whole are worth 10% of your final grade and are due on the dates specified in the Course Schedule.

How Your Workshops Will Be Graded

Your workshops will be graded for completion. In other words, you will be awarded full marks for an activity if you complete it by the deadline specified in the Course Schedule and it is clear that you put in a reasonable amount of effort to complete it. Effort is defined as a demonstration of two things: that you have done the work assigned in a thorough fashion, and that you have a basic understanding of the material under review. If you do not demonstrate a basic understanding of the module concepts, you will receive no points for that activity.

Your TA will review each workshop submission and contact you if there is a problem with the quality of your work.

Assignment 1: Information Request Memo

Scenario

You are part of a team establishing a new office in Barcelona, Spain. Your task is to produce a document that outlines the cultural differences the employees being transferred from Waterloo to Barcelona will experience. For this assignment, write a memo to your assistant requesting a research brief on the culture and customs of Spain and Barcelona, in particular.

Word count is not a key factor in the effectiveness of a memo. The memo should be as long as it needs to be to be effective. Use the writing process discussed in the first few modules and pay particular attention to style and conciseness.

How to Submit Your Assignment

Your assignment must be submitted online to your section's Assignment 1 dropbox by the deadline specified in the Course Schedule.

Please submit your assignment as an RTF file (if you want to use MS Word, check with your TA for which version is acceptable).

Please name your file as follows: LASTNAME_ASSIGN1_210F.rtf

Your assignment will be returned to you online via your section's Assignment 1 dropbox.
Assignment 2: Bad News Letter

Mountain Bike Trouble

Kelly Michaels is seventeen years old and an avid mountain bike rider who lives in Kitchener. Over a year ago, he purchased a new mountain bike from your store, the Ultimate Ride Mountain Bike Store. According to Kelly, right after he purchased the bike, he used the bike four times on rides in Collingwood, Ontario. He then put the bike away in storage and took up weight-lifting instead. Over the past year, Kelly gained 10 kilograms through this weight-lifting program. When he tried to ride his new mountain bike a few weeks ago, he discovered that it no longer fit him. He has written to you, the owner of the bike store, requesting a trade for a larger mountain bike. Kelly also reminded you that he had spent over $4,000 on lessons and equipment from your store over the past three years.

For this letter, you will need to invent some details about the store and its policies.

Your Task: Write to Kelly Michaels to refuse his request. Supply any necessary names, addresses, and supporting details and make sure the message achieves your primary and secondary purposes.

Remember: The writing in the case above may not always be the most effective—nor is the order of points the best; you would learn nothing from simply copying. Beware of using sentences and clauses directly from the text. Evaluate the intended audience and the particular situation, and write the appropriate communication using your own order and words.

How to Submit Your Assignment

Your assignment must be submitted online to your section's Assignment 2 dropbox by the deadline specified in the Course Schedule.

Please submit your assignment as an RTF file (if you want to use MS Word, check with your TA for which version is acceptable).

Please name your file as follows: LASTNAME_ASSGN2_210F.rtf

Your assignment will be returned to you online via your section's Assignment 2 dropbox.

How Your Assignment Will Be Graded

Please see the Assignment 2 Grading Rubric (.pdf) for a detailed description of how your assignment will be graded.

Late assignments will be subject to the following penalty:

After the due date, your mark will automatically drop 10%. Every three days after that, it will drop another 10%. Assignments that are more than 1 week late will not be accepted and you will receive 0%.
Assignment 3: Recommendation Report

Scenario

You are the operations manager for a medium-sized mountain-bike manufacturer that operates three shifts on a 24-hour cycle: a day shift from 8:00 AM to 4:00 PM, an afternoon shift from 4:00 PM to 12:00 AM, and a night shift from 12:00 AM to 8:00 AM. You have recently opened a third manufacturing line on all three shifts and the number of employees has increased from 180 to 250 over the past two months. The new manufacturing line represented a huge monetary investment for the company, and the plant expansion used up much of the available space adjacent to the plant.

The increase in employees has caused parking and traffic problems during shift changes. Many employees are forced to report late and lines have to be shut down until the entire crew is in place. Last week line 1 was down for 45 minutes due to traffic congestion caused by incoming afternoon shift and outgoing day shift workers.

You have been asked to produce an informal report in the direct style, recommending a solution to the problem. Feel free to invent details of the problem to support your recommendation, but they should be feasible and well supported. Remember that you are making an argument in your report.

Refer to Module 07 and the outline provided for recommendation reports and be sure to use at least one visual aid in making your case.

How to Submit Your Assignment

Your assignment must be submitted online to your section's Assignment 3 dropbox by the deadline specified in the Course Schedule.

Please submit your assignment as an RTF file (if you want to use MS Word, check with your TA for which version is acceptable).

Please name your file as follows: LASTNAME.Assign3_210F.rtf

Your assignment will be returned to you online via your section's Assignment 3 dropbox.

How Your Assignment Will Be Graded

The assignment is marked for writing style and the quality of your recommendation in terms of presentation; in other words, we are not looking for the correct solution, rather a well-argued and persuasive memo. Once again word count is less important than conciseness and quality; for this particular problem, it is unlikely that you could present the facts and make a persuasive argument in less than three pages; the maximum length is five pages.

Please see the Assignment 3 Grading Rubric (.pdf) for a detailed description of how your assignment will be graded.

Late assignments will be subject to the following penalty:

After the due date, your mark will automatically drop 10%. Every three days after that, it will drop another 10%. Assignments that are more than one week late will not be accepted and you will receive 0%.
Assignment 4: Formal Proposal

Description

Assignment 4 is a formal proposal produced in groups of 4-5 students. You will be placed in a group by the start of the third week of term. You can find your section and group by clicking the Groups link above. (Note: if you are not in a section by the end of Week 3, please contact Technical Support.)

In your groups, you will learn to collaborate on a large document using email, online messaging, and your group's Assignment 4 discussion board. You will review and edit each other’s individual sections and work together to write the group components of the proposal.

Your group has a choice of three topics:

Scenario 1:

Your group is tasked with writing a formal proposal that recommends creating an in-house accounting department. The firm currently outsources all bookkeeping and accounting activities to a large accounting and audit firm. Your proposal will retain the existing auditor, but bring all other accounting activities into the day-to-day operations of the company.

Scenario 2:

Your group is tasked with writing a formal proposal that recommends the implementation of a “greening” program aimed at making a fast-food franchise chain environmentally responsible.

Scenario 3:

Your group is tasked with writing a formal proposal recommending the opening of a branch office in Los Angeles, California, USA.

Refer to the Formal Proposal Outline in Module 09 for a breakdown of what is expected in the proposal. The following sections must be written as a group:

1. Letter or memo of transmittal
2. Title page
3. Table of contents
4. Executive summary

The other sections are to be written individually:

1. Background
2. Proposal/Plan
3. Staffing
4. Costs
5. Conclusions/Recommendations

Each group member will produce a minimum of five and a maximum of eight pages (double-spaced) of text. Some sections contain many sub-sections (e.g., Proposal/plan) and some are small in comparison (e.g., Costs). Work together to divide the sections so that each member has an equal share of the work. For example, two group members may take on proposal/plan while one person may take on staffing and costs. Meet online often to make sure each group member is on track and is not overlapping the work of another member.

Workshops 9–11 will help you organize your work with a project roadmap, progress reports, and peer evaluations.
How to Submit Your Assignment

Your final assignment must be submitted online to the appropriate dropbox by the deadline specified in the Course Schedule. Submit the individual component to your section’s Assignment 4 - Individual dropbox and the group component to your section’s Assignment 4 - Group dropbox. Designate one group member to submit the group component on behalf of the group.

Please submit your assignment as an RTF file (if you want to use MS Word, check with your TA for which version is acceptable).

Please name your file as follows: LASTNAME_ASSIGN4_210F.rtf

Your assignment will be returned to you online via your section’s dropbox.

How Your Assignment Will Be Graded

The Formal Proposal Assignment is worth 25% of your final mark; the mark breakdown is as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>20%</td>
</tr>
<tr>
<td>Group (Overall Proposal)</td>
<td>5%</td>
</tr>
</tbody>
</table>

Please see the Assignment 4 Grading Rubric - Individual (.pdf) for a detailed description of how the individual component of the assignment will be graded.

Please see the Assignment 4 Grading Rubric - Group (.pdf) for a detailed description of how the group component of the assignment will be graded.

Late assignments will be subject to the following penalty:

After the due date, your mark will automatically drop 10%. Every three days after that, it will drop another 10%. Assignments that are more than one week late will not be accepted and you will receive 0%.

Final Exam

Exam Centre Information

Online course final examinations are held once each term, at the end of the term. Waterloo has dozens of examination centres across Ontario and throughout Canada. If you live within 100 kilometres of an examination centre, you are expected to write there. Those living outside the 100 km radius will need to arrange proctoring services. Arrangements can be made for students not able to write on Saturdays for religious or other non-elective reasons.

For information about examinations including dates, centres, and writing with a proctor, please visit the Centre for Extended Learning Examinations page.

Final Examination Arrangement and Schedule

All students taking online courses that have a final exam must provide examination arrangement information by Friday, September 30, 2011.

Examination schedule details will be available on Quest approximately four weeks prior to the exam date. For instructions on how to find exam information, go to the Quest Help page.
Description
The final exam will cover all course material including lecture presentations and textbook chapters.

Important Note
You MUST pass the final exam to receive a passing grade in the course.

Materials and Resources

CD/DVD
The Centre for Extended Learning is no longer automatically mailing a course CD/DVD containing lectures that are also found within your course. Content available on the CD/DVD can now be downloaded free-of-charge via the Content Modules. However, if you wish to purchase a CD/DVD, please visit our online ordering system.

Textbook(s)
Required:

For textbook ordering information, please contact the Waterloo Bookstore.

For your convenience, you can compile booklists of required and optional textbooks based on your current courses through BookLook using your Quest userID and password (look for the Shop Online with BookLook link in the centre-top section of the main Waterloo Bookstore page). If you are having difficulties ordering online and wish to call the Waterloo Bookstore, their phone number is +1 519 888 4673 or toll-free at +1 866 330 7933. Please be aware that textbook orders CANNOT be taken over the phone.

Resources
- University of Waterloo Library (Centre for Extended Learning)

Course and Department Policies

Final Exam
You MUST pass the final exam to receive a passing grade in the course.
University Policies

Submission Times

Please be aware that the University of Waterloo is located in the Eastern Time Zone (GMT or UTC-5 during standard time and UTC-4 during daylight saving time) and, as such, the time that your activities and/or assignments are due is based on this zone. If you are outside the Eastern Time Zone and require assistance with converting your time, please try the Ontario, Canada Time Converter.

Accommodation Due to Illness

*If your instructor has provided specific procedures for you to follow if you miss assignment due dates, term tests, or a final examination, adhere to those instructions.* Otherwise:

Missed Assignments/Tests/Quizzes

Contact the instructor as soon as you realize there will be a problem; follow up as quickly as possible by having a medical practitioner complete a Verification of Illness Form*. Send a scanned copy of the Verification of Illness Form to extendedlearning@uwaterloo.ca, but please be aware that your instructor may require the original and do not lose or destroy it. In your email, provide your name, student ID number, and exactly what you missed. If your instructor agrees to re-open a time-limited component, our technical support staff will require an email from the instructor granting permission to allow you access.

Missed Final Examinations

If you miss a final examination due to illness, see a medical practitioner as quickly as possible. Submit a completed Verification of Illness Form* preferably within 48 hours, but not more than 72 hours after missing the exam. Send a scanned copy of the Verification of Illness Form by email to extendedlearning@uwaterloo.ca. In your email, provide your name, student ID number, and the examination(s) missed. The original Verification of Illness Form will be required in order for your examination(s) to be rescheduled. Unless otherwise stated by your instructor, your academic faculty, or your department, an exam missed due to short-term illness must be written within the current term’s examination period.

* The Verification of Illness Form is normally the only acceptable medical documentation. Please make sure the medical practitioner completes the information in the “Degree and Dates of Incapacitation” section of the form.

Academic Integrity

In order to maintain a culture of academic integrity, members of the University of Waterloo community are expected to promote honesty, trust, fairness, respect, and responsibility. *If you have not already completed the online tutorial regarding academic integrity you should do so as soon as possible.* The undergraduate online tutorial can be found at http://www.lib.uwaterloo.ca/ait/ and the graduate tutorial is at http://www.lib.uwaterloo.ca/gradait/. For other information about academic integrity check www.uwaterloo.ca/academicintegrity/.

Discipline

A student is expected to know what constitutes academic integrity (check www.uwaterloo.ca/academicintegrity/) to avoid committing an academic offence, and to take responsibility for his/her actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism,
cheating) or about "rules" for group work/collaboration should seek guidance from the course instructor, academic advisor, or the undergraduate Associate Dean. For information on categories of offences and types of penalties, students should refer to Policy 71, Student Discipline, www.adm.uwaterloo.ca/infosec/Policies/policy71.htm. For typical penalties check Guidelines for the Assessment of Penalties, www.adm.uwaterloo.ca/infosec/guidelines/penaltyguidelines.htm.

Appeals

A decision made or penalty imposed under Policy 70, Student Petitions and Grievances, (other than a petition) or Policy 71, Student Discipline, may be appealed if there is a ground. A student who believes he/she has a ground for an appeal should refer to Policy 72, Student Appeals, www.adm.uwaterloo.ca/infosec/Policies/policy72.htm.

Grievance

A student who believes that a decision affecting some aspect of his/her university life has been unfair or unreasonable may have grounds for initiating a grievance. Read Policy 70, Student Petitions and Grievances, Section 4, www.adm.uwaterloo.ca/infosec/Policies/policy70.htm. When in doubt please be certain to contact the department's administrative assistant who will provide further assistance.

Final Grades

In accordance with Policy 19, the Centre for Extended Learning does not release final examination grades or final course grades to students. Students must go to Quest to see all final grades. Any grades posted in Waterloo Learn are unofficial.

Note for Students with Disabilities

The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodation to lessen the impact of your disability, please register with the OPD at the beginning of each academic term and for each course.

Use of Computing and Network Resources

Please see the Guidelines on Use of Waterloo Computing and Network Resources.

Copyright (©) Information

Waterloo’s Web Pages

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that in providing such hypertext links the University of Waterloo has not authorized any acts (including
reproduction or distribution) which, if undertaken without permission of copyright owners or their assignees,
may be infringement of copyright. Permission for such acts can only be granted by copyright owners or their
assignees.

If there are any questions about this notice, please contact the University of Waterloo, Centre for Extended
Learning, Waterloo, Ontario, Canada, N2L 3G1 or by email.