

# ENGLISH 100WB Advanced Writing Workshop for Business Majors Fall 2014 Course Syllabus

Department of English and Comparative Literature  
College of Humanities and the Arts | San Jose State University  
Section 01, F 09:30-12:15 | Course ID 43577 SEM, BBC 120  
Section 05, W 09:00-11:45 | Course ID 43578 SEM, BBC 128

[Scan to enter CANVAS]



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**Office Hours:** W 12:00-13:00, F 08:00-09:00, and by appointment

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Use "ENGL100WB:" as subject line prefix.)

**GE Category:** Written Communication II (Z)

## Course Description

This hands-on course is designed to simulate actual business communication scenarios (oral and written) that are encountered by business professionals daily during the course of their careers. Assignments will enable students to **practice** and immediately **apply** both practical and theoretical aspects of organizational communication directly in real-life work situations. Communication mechanics and style (practical), and the appropriateness of messages and methods based on specific organizational situations (theoretical) will be emphasized.

## Prerequisites

A grade of C or better (C- not accepted) in Area A3 (Critical Thinking and Writing), passage of Writing Skills Test (WST) or ENGL/LLD 100A with C or better (C- not accepted), upper division standing (60 units), and completion of Core GE. Student must be a business, industrial arts, industrial technology, public relations, or hospitality management major.

## Course Goals

Course will give students the opportunity to develop advanced proficiency in college-level writing and appropriate contemporary research strategies and methodologies to communicate effectively to both specialized and general audiences. English 100WB (Written Communication II) will reinforce and advance the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses. Upon completion of this course, students are expected to:

- A. Apply the mechanics of effective communication by demonstrating the ability to
  1. Communicate to an individual or group in written and oral formats.
  2. Observe standard principles of grammar, punctuation and spelling, either by memorization and/or through the use of resources.
  3. Recognize and appreciate the importance of concise and timely communication in organizational settings.
  4. Identify and articulate the "take-away" message in every communication.
  5. Recognize and utilize a variety of communication tools, techniques, and modes.
  6. Demonstrate an ability to format, compose, and revise a variety of written documents.
- B. Apply theoretical analysis to make communication decisions by demonstrating the ability to
  1. Understand the importance of "crafting" messages.
  2. Recognize a variety of organizational communication needs and constraints.
  3. Analyze an audience and compile appropriate communication options.
  4. Develop a communication strategy based upon organizational needs, constraints, and audience type.
  5. Be effective at a variety of work situations: interviewing, impromptu speeches, meetings, structured presentations, instant messages, emails, articles, reports, etc.
  6. Evaluate and critique various communication behaviors for "effectiveness."
  7. Make communication decisions using common sense logic and defend those decisions.

## C. Assumptions

1. Improving communication skills will benefit you in every aspect of your life. Every individual can improve his or her communication skills, and the ability to communicate well, increases with practice.
2. Effective communicators are attentive to both practical and theoretical elements of organizational situations and they appropriately “craft” their message, depending upon the audience, situation, and data.
3. Finally, students learn best when the topic is practical, and the learning environment is engaging, challenging, safe, and fun.

**Student Learning Objectives (SLOs)**

Students shall:

1. **SLO 1:** Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression
2. **SLO 2:** Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse
3. **SLO 3:** Organize and develop written assignments and business documents for both professional and general audiences
4. **SLO 4:** Organize and develop written assignments and business documents according to appropriate editorial and citation standards
5. **SLO 5:** Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

**Textbooks and Materials**

- A. Mandatory (Required)
  1. Internet access and printing capability
  2. Textbook: ***Excellence in Business Communication*** by John V. Thill and Courtland L. Bovee, 11th edition, Prentice Hall, ISBN-13: 978-0133544176
  3. Two large yellow books
  4. Presentation materials (binding for reports and visual aids for oral presos)
  5. Video recording device (such as a smartphone with 15 minutes of recording time)
  6. Organizational system (such as a 3-ring binder or folder to organize class materials)
- B. Highly Recommend (but Optional)
  1. Grammar usage reference (from English 1A/1B or ***The Everyday Writer*** by Andrea A. Lunsford, 5<sup>th</sup> edition, Bedford St. Martin’s, ISBN 978-1-4576-1266-4)
  2. Dictionary AND Thesaurus
  3. Reading selections from Recommended Reading List page in Canvas
  4. Journal (for daily personal writing)

**Course Format**

Course involves simulated work communication scenarios taken from actual events. Class activities provide students with opportunities to practice communication skills necessary for success in industry and will require students to analyze communication scenarios and choose appropriate methods and messages. Students will learn about, and practice using, several communication tools which can improve the effectiveness of both their written and oral communication. Class time will be divided between in-class simulation activities, analyzing and editing assignments, and interactive lectures. **Success in this class requires perfect attendance and completion of ALL assignments with maximum effort.**

**Grading Policy**

The Department of English reaffirms its commitment to the differential grading scale as defined in the official SJSU Catalog (“The Grading System”). Grades issued represent a full range of student performance: A=excellent; B=above average; C=average; D=below average; F=failure.

- The “A” assignment is organized, well developed, and exemplifies the 7 Cs of communication. It demonstrates a clear understanding of the topic and fulfillment of the assignment. Content is fully developed with interesting details, lively vocabulary, syntactic

complexity, graceful transitions, and a clear take-home or core message. Assignment appeals to the reader, looks professionally produced, and is virtually free of mechanical errors.

- The “**B**” assignment develops ideas and supports them with vivid, specific examples, but it may lack the sentence variety, graceful transitional phrases, a clear take-home message, or technically astute content characteristic of an “A” assignment. The “B” assignment may contain minor grammatical or mechanical flaws; however, it demonstrates overall business communication competence.
- The “**C**” assignment is logically organized, but usually general, bland, and unpolished. The content need controlling ideas and specific examples. The vocabulary and syntactical complexity is less mature, making the assignment less effective. The assignment may contain a distracting number of mechanical and grammatical flaws.
- The “**D**” assignment is poorly organized, developed, and executed. It is generally unclear and has inappropriate or inadequate examples, is noticeably superficial and simplistic, and/or it contains serious mechanical and grammatical problems.
- The “**F**” assignment is similar to the “D,” but is more consistent in mechanical errors and less logical. The assignment is generally unclear and shows little real effort.

**Exam Make-up Policy:** Make-ups will be dealt with on a case-by-case basis. Final exam make-up is offered only once—the date will be posted in Canvas when announced by the English dept.

**Extra Credit:** Extra credit assignments may be offered during the semester. They must be completed as instructed and turn in on time to be accepted.

**WARNING #1:** Late assignments are **not** accepted unless excused by physician. **Attach original doctor’s note to assignment and turn it in at the next class period.** Failure to do so will result in a permanent zero grade for that assignment. (If you claim to be sick but didn’t seek a private physician or visit the SJSU Health Center, the assignment will remain a zero.)

**WARNING #2: Papers that repeat errors identified in a previous draft or lack in-depth revision work will receive an automatic F grade.** For example, if I write “*Revise: Use more action verbs and make all bullets parallel*” on your resume assignment and I see the same errors on the next revision, you will receive an automatic F on that paper. (NOTE: Repeating the same errors after it has been pointed out to you at an actual work setting will result in termination. Learning from failure is an important part of success.)

### Assignments

All assignment details and in-class activities are posted in Canvas (Schedule page). **Late assignments will not be accepted—NO EXCEPTIONS.** If you cannot attend class, you may 1) ask a classmate to turn in homework for you or 2) submit the assignment to my mailbox in FOB 102 **prior** to the due date. **Assignments sent via email are NOT acceptable.** Incomplete, late, or missed assignments will result in a **zero** grade.

**Format:** Many assignments, such as blogs, resumes, reports, letters, and emails, will follow standard business writing format (as explained during lecture, posted on Canvas, and printed in Appendix A of your textbook). Format all other assignments in MLA style. (See Appendix B of your textbook for more details on MLA style.)

**Rewrites:** Certain writing assignments (designated below with \*) may be re-written for a higher grade. **The rewrite is the FINAL grade for that assignment. (NOT best out of two.)** A **substantial** improvement must be made in terms of communication effectiveness in order to receive a higher grade. “Spot corrections” and merely incorporating instructor and student edits will **NOT** satisfy this requirement.

<b>Tentative Schedule</b>	
Subject to change with fair notice. Visit Canvas for latest details.	
<b>WEEK 1:</b>	Chapter 1 Achieving Success Through Effective Business Communication Impromptu Speech: Formal Business Introductions
<b>WEEK 2:</b>	Chapter 2 Mastering Team Skills and Interpersonal Communication Chapter 3 Communicating in a World of Diversity Oral Presentation: The Story of You (5 points) Biography (10 points) [SLO 1 and 3] Biography Reflection (2 points) [SLO 1]
<b>WEEK 3:</b>	Chapter 4 Planning Business Messages Chapter 5 Writing Business Messages Library Research Session Market Research Interview Schedule (2 points)
<b>WEEK 4:</b>	Chapter 6 Writing Business Messages Executive Brief (20 points) [SLO 1, 2, 3, 4, and 5] Executive Briefing: Intercultural Communication Preferences (10 points) Briefing Reflection (2 points) [SLO 1] Briefing Attendance (5 points per day)
<b>WEEK 5:</b>	Chapter 15 Building Careers and Writing Resumes Market Research (10 points) [SLO 1, 2, and 5] Resume* (10 points) [SLO 1, 2, 3, and 5] Cover Letter* (10 points) [SLO 1, 2, 3, and 5] Mock Interviews (5 points)
<b>WEEK 6:</b>	Chapter 16 Applying and Interviewing for Employment Thank You Letter* (10 points) [SLO 1, 3, and 5] Self-Evaluation* (10 points) [SLO 1, 2, 3, and 5] Peer-Evaluation* (5+5 points) [SLO 1, 2, 3, and 5] Mock Performance Evaluation (5 points)
<b>WEEK 7:</b>	Chapter 11 Planning Reports and Proposals Proposal (10 points) [SLO 1, 2, 3, 4, and 5] Impromptu Speech: Elevator Pitch (10 points)
<b>WEEK 8:</b>	Chapter 12 Writing Reports and Proposals Mid-term (20 points)
<b>WEEK 9:</b>	Chapter 13 Completing Reports and Proposals Change Management Report (30 points) [SLO 1, 2, 3, 4, and 5] Guest Speaker from Ericsson, Symantec, Cisco, Juniper, or Yahoo
<b>WEEK 10:</b>	Chapter 14 Writing Reports and Proposals Oral Presentations: Change Management (20 points) Presentation Attendance (5 points per day)
<b>WEEK 11:</b>	Chapter 8 Writing Routine and Positive Messages Recommendation Request Email (5 points) [SLO 1, 3, and 5] Draft Recommendation Letter (10 points) [SLO 1, 3, and 5] Press Release (10 points) [SLO 1, 3, and 5]
<b>WEEK 12:</b>	Chapter 9 Writing Negative Messages Recommendation Refusal Email (10 points) [SLO 1, 3, and 5]
<b>WEEK 13:</b>	Chapter 10 Writing Persuasive Messages Persuasive Blog (10 points) [SLO 1, 2, 3, 4, and 5]
<b>WEEK 14:</b>	Thanksgiving Holiday (applies to Section 1)
<b>WEEK 15:</b>	Chapter 7 Crafting Messages for Electronic and Social Media Audio or Video Podcast or Blog (10 points) [SLO 1, 3, and 5]

**WEEK 16: Final Exam\*** (10% of final grade)

\*The final exam for ENGL100WB will be administered either on **Saturday, December 6, 2014 from 12:00 to 2:00 p.m.** OR during the last class period. More specifics, including the exact date and test format, will be given during the semester. For now, please block off December 6 on your calendar.

**QUIZZES** (3 points per chapter)**EXTRA CREDIT**

Ten Questions to Ask Interviewer (2 points before mock interviews)  
 Career Center (2 points before resume and cover letter are due)  
 Writing Center (3 points before Thanksgiving break)

Written Assignments: 191 points  
 Oral Presentations and Simulations: 55 points  
 Attendance: ~25 points  
 Quizzes: 48 points  
 Exams: 60 points  
**TOTAL: ~379 points**

**Library Liaison**

Ms. Ann Agee is your reference librarian. Her contact information is 408-808-2033 and [ann.agee@sjsu.edu](mailto:ann.agee@sjsu.edu). Ms. Agee's Libguide is located at <http://libguides.sjsu.edu/profile/annagee>. Bookmark the King Library website (<http://library.sjsu.edu/>) and SJSU Research Guides (LibGuides located at <http://libguides.sjsu.edu/content.php?pid=59467&hs=a>) if you have not already. If Ms. Agee is not available, use the Ask A Librarian feature (located at <http://library.sjsu.edu/ask-librarian-0>) to chat with an on-call reference librarian even when the library is *closed*. For immediate assistance with any research related question, call 1-408-808-2100 during business hours.

**Classroom Protocol**

Each class session is important. By attending every class session, you will maintain continuity from class to class. Furthermore, I often introduce new material, assign in-class or out-of-class assignments, or issue pop quizzes that do not appear on the syllabus. Perfect attendance will provide you the best opportunity to succeed in this course. Arrive on time to avoid missing any assignments or quizzes given at the beginning of class. Turn off and leave out of sight any computers, mobile phones, or other electronic devices. Nooks, Kindles, and other tablet reader devices require instructor approval prior to use during class.

**University Policies**

**Dropping and Adding:** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's Catalog Policies section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic calendar web page located at [http://www.sjsu.edu/academic\\_programs/calendars/academic\\_calendar/](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/). The Late Drop Policy is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the Advising Hub at <http://www.sjsu.edu/advising/>.

**Academic Integrity:** Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy, located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to **be honest in all your academic course work**. Faculty members are **required** to report all infractions to the office of Student Conduct and Ethical Development. The Student Conduct and Ethical Development website is available at <http://www.sjsu.edu/studentconduct/>. Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. **If you would like to include your assignment or any material you**

**have submitted or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval from instructors.**

**Campus Policy in Compliance with the American Disabilities Act:** If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment to see me during office hours as soon as possible. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at [www.sjsu.edu/aec/](http://www.sjsu.edu/aec/) to establish a record of disability.

**Student Technology Resources:** Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens, and monitors.

**Peer Connections:** The Learning Assistance Resource Center (LARC) and the Peer Mentor Program have merged to become Peer Connections. Peer Connections is the new campus-wide resource for mentoring and tutoring. The staff inspires students to develop their potential as independent learners while they learn to successfully navigate through their university experience. Students are encouraged to take advantage of Peer Connection services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals. In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the WST, improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. Peer Connections is located in SSC 600 (10th Street Garage), at the first floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Consult the Peer Connections website for more information ([peerconnections.sjsu.edu](http://peerconnections.sjsu.edu)) and be sure take advantage of this invaluable resource.

**SJSU Writing Center:** Located in Room 126 of Clark Hall, the Writing Center is staffed by knowledgeable Writing Specialists who have gone through a rigorous hiring process, and they are well trained to assist students at any levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website: <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.

**Estimation of Per-Unit Student Workload:** Success in this course is based on the expectation that students will spend for each unit of credit a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, and clinical practica. **Students are expected to spend a *minimum* of 6.25 hours each week** studying for English 100WB [(3 hours x 3 units) - 2.75 hours lecture]. If it takes you twice as much time to produce the same level of results, then that is the time investment required.

**Recording Policies:** Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material. Course material developed

by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor-generated material from this course such as Canvas content, exam questions, lecture notes, or homework solutions without instructor consent.

**Free Passes**

Note the expiration date and use the following coupons *wisely*. Do not duplicate. Nontransferable.

## DOG ATE MY HOMEWORK FREE PASS

Pass entitles student to turn in any **homework assignment** up to one week late. Simply attach pass to assignment and turn it in before the one-week grace period. Do NOT duplicate. Nontransferable.

**EXPIRES: October 31, 2014**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

## JOKER'S WILD! FREE PASS

Pass entitles student to turn in any **homework assignment** up to one week late **OR** revise an **F grade** assignment. Attach pass to assignment and submit before the one-week grace period ends. Do NOT duplicate. Nontransferable.

**EXPIRES: October 31, 2014**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

## REVISE MY F GRADE SECOND TRY PASS

Pass entitles student to revise any **F grade assignment**. Attach pass to revision and original and submit before the one-week grace period ends. Do NOT duplicate. Nontransferable.

**EXPIRES: October 31, 2014**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_