

San José State University  
 Department of English and Comparative Literature  
**English 100WB, Written Communication: Business (GE Area Z),  
 Section 5, Fall 2015**

<b>Instructor:</b>	<b>Linda Lappin</b>
<b>Office Location:</b>	Faculty Office Building room 105 ( <b>FoB 105</b> )
<b>Telephone:</b>	(408) 924- 4601
<b>Email:</b>	Linda.lappin@sjsu.edu
<b>Office Hours:</b>	Monday/Weds 10-11:30, Thursdays after 5pm, by appointment
<b>Class Days/Time:</b>	<b>Tuesday evenings from 6 to 8:45</b>
<b>Classroom:</b>	<b>In BBC 123</b>
<b>Prerequisites:</b>	Pass GE Area A3 with a grade of C or better (C- is not accepted); completion of Core GE; satisfaction of Writing Skills Test, and upper-division standing (60 units completed).
<b>GE Category:</b>	Written Communication II Area Z

### Course Description

English 100WB is a participatory course that offers a practical approach to business communication—emphasizing situations that require both oral and written communication. Assignments enable students to practice and apply both practical and theoretical aspects of organizational communication.

Students will develop advanced proficiency in college-level writing and appropriate contemporary research strategies and methodologies to communicate effectively to both specialized and general audiences. This course reinforces and advances the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses, and broadens and deepens these to include mastery of the discourse peculiar to business communications.

### Course Goals and Student Learning Objectives

#### Course Goals for Area Z

**Diversity.** Issues of diversity shall be incorporated in an appropriate manner.

**Writing.** Written assignments should include both in-class and out-of-class writing, giving students practice and feedback throughout the semester. Assignments will total a minimum of 8000 words assigned throughout the semester, providing frequent practice and feedback for improving application skills.

**Reading.** Readings used in the course are drawn from business news sources and are typical for business communication (such as Wall Street Journal, Huffington Post, etc) . Most required reading will be posted in Canvas.

**Discipline.** Written Communication II courses are discipline specific. This course is focused on the discourse of the business world.

**Pedagogical Approach.**

- Courses shall focus on issues or present perspectives from different academic disciplines.
- Courses shall require students to apply basic skills (reading, writing, speaking, critical thinking, research, and mathematics) and to utilize knowledge gained in Core General Education courses.

**Active Learning**

- This course provides for active student participation. The course will not be exclusively lecture format.
- Assignments will require library research and oral and written communication skills.
- This Course promotes reflective processes and critical analysis.

**Primary sources.** Course materials (readings, research) include peer reviewed business journals such as the *Journal of Business Ethics*.

**Student Learning Objectives for GE Area Z**

Students shall write complete essays that demonstrate college-level proficiency. Students shall be able to:

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

**Information available online**

You are responsible for reading the following information online at <http://www.sjsu.edu/english/comp/policy/index.html>

- Course guidelines
- Academic policies (academic integrity, plagiarism, ADA and AEC policies)
- Estimation of Per-Unit Student Workload
- Recording policies
- Adding and dropping classes

## Required Texts/Materials

**SJSU Campus Handbook: *The Everyday Writer* by Andrea Lunsford**

Print ISBN: 9781457667121 Available at the Spartan Bookstore

Electronic edition ISBN: 9781457633423 or Bedford/St. Martin's online

(<http://bcs.bedfordstmartins.com/everydaywriter5e/>) Online:

<http://www.macmillanhighered.com/techsupport>

**Each week there will be reading posted in Canvas.**

These will be directly related to the writing assignments for that week

### Other resources

In addition to the textbook, we will use a website designed for business writing from the Writing Commons. The link will also be on the first page of your canvas course.

<http://writingcommons.org/open-text/genres/professional-business-and-technical-writing>

Also, from the small business development center: <http://www.sbdnet.org/small-business-information-center/business-plans>

Simulation: <http://www.marketplace-simulation.com/simulations>

### Other Readings

- We will use web sources for the formats and samples needed to complete the assignments.
- We will use online journal articles, Huffington Post, Wall Street Journal, etc.
- And we may engage in activities associated with our own Career Center: <http://www.sjsu.edu/careercenter/>
- **If you need more help with English speaking**, listening, and writing (as well as business topics), I will assign you a particular level of *The Economist's Intelligent Business*.

## Library Liaison for English courses

**Ann Agee**

Phone: 408-808-2033

Email: [ann.agee@sjsu.edu](mailto:ann.agee@sjsu.edu)

### Classroom Protocol

As all of you are upper division, some of you are seniors—I do not have to remind you that respect, engagement, and integrity are required of all of us.

### Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, students are expected to spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

University policy F69-24, “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

## Grading Policy

**Grading: A-F. This course must be passed with a C or better as a CSU graduation requirement.** As each component of the course is graded, the points will be posted in Canvas—in the Grades area. You may check your grades, percentages, etc all semester long. There is no need to ask me what your grade is so far—check Canvas.

A+ = 100-97%	A = 96-93%	A- = 92-90%
B+ = 89-87%	B = 86-83%	B- = 82-80%
C+ = 79-77%	C = 76-73%	C- = 72-70%
D+ = 69-67%	D = 66-63%	D- = 62-60%
F = 59-0% Unsatisfactory		

## Projects

Writing and presentations make up 85% of your grade.

#	SLOs	Description	Point value
1	1-3	<b>Market analysis</b>	
		Memo summarizing and responding to op ed.	50
2	1-5	<b>Building Careers</b>	
		Career research --- report	25
		Resume	25
		Cover letter	25
		Presentation—self elevator speech	25
3	1-5	<b>Business simulation</b>	
		<b>1<sup>st</sup> quarter</b> —set up and organize new firm	
		<i>Group:</i> Business plan with company org, jobs defined	100
		<i>Individual (one of these):</i> marketing or financial plan	100
		Survey, mgmt. rpt, scheduling and meeting notes	
		presentation	25
		<b>Midterm reflection</b>	75
		<b>2<sup>nd</sup> quarter—test market</b>	
		<i>Individual:</i> job posting, report on applicants, market research, financial report, production schedule	100
		<b>3<sup>rd</sup> quarter- adjustment and expansion</b>	
		<i>Individual:</i> Market review, financial report, human resources memo (employee evaluation), sales report, production report	100
<b>4<sup>th</sup>Quarter—Group:</b> Stock holders Report	100		
Stock holders meeting	50		
	1-3	<b>Final reflection</b>	100
Outside		Report: job fair, career center, writing center, etc	50
4	1-5	<b>portfolio</b>	50
		Total points	1000

The Market Live simulation makes up the other 15%

LOs	Description	Point value
Critical thinking (3)	1 <sup>st</sup> Quarter	25
	2 <sup>nd</sup> Quarter	25
	3 <sup>rd</sup> Quarter	25
	Possibly 4 <sup>th</sup> Quarter (time permitting)	25
Total points		100

### SJSU Writing Center



The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all 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): <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.

### English 100WB, Fall 2015, Course Schedule

*This schedule is not exact. This is a new course design and some dates may need to change. (Highlighting indicates a week when assignments are due)*

*Simulations may go more quickly than I think—so you may progress through that sooner but still take the time to write the reports and memos, etc.*

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/25	Course description. First assignment begun: HW: bring annotation and laptop to class next week. Get course book.
2	9/1	<b>Project 1</b> —write the memo to describe your analysis. <b>Turn in to canvas</b> (in class essay of sorts) turn in annotation in class <b>Project 2</b> begins: Corporate research—writing report HW: finish report, bring resume, cover letter, notes for interview
3	9/8	Share company reports, resume, cover letter Create resume, letter to match a selected company Presentations—elevator speech about yourself HW: sign up for simulation. Update resume, cover letter, market research and <b>turn in to canvas</b> .
4	9/15	<b>Project 3</b> : Begin simulation—business primer Quarter 1: parts 1-4 HW: write Business plan, org chart, job descriptions

5	9/22	Review business plan, org chart, job descriptions Simulation parts 5-8, divide assignments among group members HW: turn in revised business plan, chart, job descriptions <b>to canvas</b> Make agenda for meeting (next class) Each member writes one: Write survey analysis, marketing, financial plans, manager's report, production plan
6	9/29	Business meeting to go over quarter 1 experience in game and deliverables. HW: revise all reports and turn in to canvas
7	10/6	First quarter review—class presentations of experience so far <b>Begin quarter 2</b> —first two sections Each group posts job openings Revise resumes to apply for jobs in each other's companies Interview each other
8	10/13	Midterm—reflection then Continue quarter 2
9	10/20	Conferences HW: continue quarter 2—dividing writing tasks among members: memo-review of applicants, review of market research, updated bus plan, production schedule, factory report And agenda for next meeting
10	10/27	Meeting—take notes: go over reports Begin quarterly report—dividing sections among group members HW: complete 2 <sup>nd</sup> quarter reports, meeting minutes
11	11/3	Review quarterly report—make sure it flows as one document. HW: revise reports and <b>turn in to Canvas.</b>
12	11/10	<u>Begin quarter 3</u> : divide writing tasks among group members. Market review, financial report, human resources memo (employee evaluation), sales report, production report, Set agenda for next meeting
13	11/17	Corporate meeting: review reports Begin stock holder report HW: finish stock holder report
14	11/24	Conferences
15	12/1	Review stock holders report Work on revisions for portfolio
16	12/8	<u>Final reflection</u> : in class essay Work on revisions
Final Exam	Dec 15 5:15 to 8:30	Hold stock holders meeting for each group <b>Portfolios due</b>

## Important dates for Fall 2015

Thursday.....	August 20 .....	First Day of Instruction – Classes Begin
Tuesday.....	September 1 .....	Last Day to Drop Courses Without an Entry on Student's Permanent Record (D)
<i>Monday.....</i>	<i>September 7 .....</i>	<i>Labor Day - Campus Closed (L)</i>
Wednesday.....	September 9 .....	Last Day to Add Courses & Register Late (A)
Thursday.....	September 17 .....	Enrollment Census Date (CD)
<i>Wednesday.....</i>	<i>November 11 .....</i>	<i>Veteran's Day - Campus Closed (V)</i>
Wednesday.....	November 25 .....	Classes that start at 5:00 PM or later will not meet.
<i>Thursday.....</i>	<i>November 26 .....</i>	<i>Thanksgiving Holiday - Campus Closed (T)</i>
<i>Friday.....</i>	<i>November 27 .....</i>	<i>Rescheduled Holiday - Campus Closed (RH)</i>
Tuesday.....	December 8 .....	Last Day of Instruction - Last Day of Classes
Wednesday.....	December 9 .....	Study/Conference Day (no classes or exams) (SC)
Thursday-Friday.....	December 10-11.....	Final Examinations ( <b>exams</b> )
Monday-Wednesday.....	December 14-16.....	Final Examinations ( <b>exams</b> )
Thursday.....	December 17 .....	Final Examinations Make-Up Day (MU)
Friday.....	December 18 .....	Grade Evaluation Day (E)
Monday.....	December 21 .....	Grades Due From Faculty - End of Fall Semester (G)
	December 22-.....	WINTER RECESS
	January 26	

### Free Passes

Note the expiration date and use *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: November 23, 2015**

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