San José State University Department of English and Comparative Literature English 100WB, Written Communication: Business (GE Area Z), Section 1, Fall 2016

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Office Hours: M 12:00 – 1:00 p.m., T/Th 12:30-1:15, or by appointment

Section/Time/Room: M 9:00-11:45 a.m. Clark Hall 306

Prerequisites: 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).

GE Category: Written Communication II Area Z

Course Description

Welcome to English 100WB, 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 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 (CLO)

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. A single final term paper would not satisfy the requirement. Assignments will total a minimum of 8000 words assigned throughout the semester, providing frequent practice and feedback for improving application skills. Course syllabi must reflect assignments that meet the 8000-word minimum.

Reading. Readings used in the course should be models of excellence.

Discipline. Written Communication II courses are discipline specific. All courses will use language and forms of writing appropriate to the discipline.

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

- Each course shall provide for active student participation. The course may not be exclusively lecture format.
- Assignments must utilize library research and oral and written communication skills.
- Courses should promote reflective processes and critical analysis.

Primary sources. Course materials (readings, research) must include primary sources appropriate to the discipline (e.g. scholarly journal articles, original artwork)

Student Learning Objectives for GE Area Z (GELO)

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

- 1. produce discipline-specific written work that demonstrates upper-division proficiency in:
 - 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
- 3. organize and develop essays and documents for both professional and general audiences
- 4. organize and develop essays and documents according to appropriate editorial and citation standards
- 5. locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

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

Business and Professional Writing: A Basic Guide for Americans, by Paul MacRae

ISBN: 978-1-55481-331-5

Course Reader (purchase at Maple Press)

SJSU Campus Handbook: *The Everyday Writer* by Andrea Lunsford – The electronic version of this text is free for all SJSU students on Canvas under *Writer's Help*.

Other Equipment / Material requirements

Access to Internet, email, and printer

Stapler

Course dedicated notebook or journal

Course folder with pockets

Course Format

This course will employ interactive lecture/discussion activities, in-class individual and group simulation activities, team and individual oral presentations, critical analysis of readings, analysis and editing of assignments, and workshops. Students will study and practice several communication tools that can improve the effectiveness of both their written and oral communication. We will analyze a number of samples, write for a variety of audiences, and explore a range of formats as we craft resumes, reports, blog posts, proposals, podcast scripts, letters, emails, tweets, and other business messages. Student success in this class requires coming to class on time and prepared for each session.

Document Format

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 other assignments in MLA style. (See Purdue OWL or Writer's Help for MLA style.)

Estimation of Per-Unit Student Workload

SJSU classes are designed such that 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.

Note: This means devoting minimum of 9 hours per week, per class. To successfully complete English 100WB, students should plan on approximately six hours of dedicated homework time each week.

Students will be graded based on performance on the following assignments:

Assignment Category	Word Count	Points	GELOs
Job Search Unit/Drafts	1,000	55	1, 3,4,5
Executive Brief and Presentation/Dr	rafts 2,000	50	1,2,3,4,5
Commentaries	750	30	1,2,3,4,5
Other Out-of-class Documents	2,000	160	1,2,3,4,5
Participation, Peer Reviews,	500	65	1,2,3
and other in-class writing			
Quizzes		60	1,2
Learning Curve (Writer's Help)		60	1
Grammar/Punctuation Exam		25	1
Reflective Essay	750	25	1,2,3,4,5
Video Podcast project	500	30	1,3,4,5
Formal Report / Drafts	2,500	100	1,2,3,4,5

^{~ 10,000} words ~ 660 points

^{*} Points and word counts are approximate

Grading Procedure

The Department of English reaffirms its commitment to the differential grading scale as defined in the official SJSU Catalog ("The Grading System"). Grades issued must represent a full range of student performance: A = excellent; B = above average; C = average; D = below average; F = failure. In English Department courses, instructors will comment on and grade the quality of student writing as well as the quality of the ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs. The grading for this course is A - F.

Grades will be assigned according to the following rubric:

A: Message is clear, i.e. writing demonstrates clear understanding and appropriate response to the assignment. Paragraphs are well organized and sentences show syntactic complexity and precise word choice. Tone is professional and appropriate. The piece is free of grammatical errors, superfluous language, and redundancy.

B: Message is clear – no details are missing. Tone is appropriate to the message. Paragraphs may be slightly choppy. Language is professional but not as sophisticated or as varied as the language in an A paper. Grammatical errors and redundancy are minimal. Sentences may need tightening.

C: Message is weak but exists. Language and/or ideas may be repetitive and not always suited to professional discourse. Writing is clear but lacks energy and variety. Paragraphs likely have organizational issues. Sentences lack variety. Grammar needs work but does not distract the reader from the message.

D: Message is severely weakened by grammatical or syntactical errors that distract the reader and cause 'noise' or 'clutter.' Details may be missing and paragraphs may need fixing. Language is not rhetorically sophisticated and does not demonstrate an understanding of professional discourse. Syntax is not varied.

F: Errors in grammar or word choice make the piece very difficult to understand.

Late Work

Late work will not be accepted except in cases of documented illness or emergency. If you will be absent, you may ask a classmate to turn in your assignment either during class, or at my office (FOB219). All assignments must be turned in on Canvas by due date. **Exceptions include pass coupons at the end of the this syllabus.**

Extra Credit

Extra credit is offered for your first visit to the writing center if it is prior to the due date of your Executive Brief and may also be offered for revisions on select assignments, or by your instructor for exemplary effort, finished product, or contribution to the class.

Classroom Protocol

Please arrive prepared and on time for every session with your journal and books ready for class activities and discussion, your assignments read, and hard copies stapled and ready to turn in. Sessions may begin with quizzes, group assignments, or short assignments that cannot be made up if you are late or absent.

- Please feel free to ask questions about anything that is not clear to you. If I don't have an answer, I will find one and get back to you.
- Students are encouraged to share insights and opinions during class discussions. Respect for each other is key here.
- If you miss a class, please contact a classmate for notes, reading assignments, and handouts. Also, remember to ask if any changes have been made to the assignment calendar.
- I strongly encourage you to take notes in this class. Much of what you will learn will come from lectures, class discussions, and in-class exercises.
- **Computers** are to be used **for note taking only** -- absolutely no social media or Internet surfing in this class unless required for a specific in-class assignment.
- Cell phones are to be turned off and put away unless we are using them for an assignment.
- Sleeping is not allowed in class. Please get enough sleep so you are able to participate fully.
- Recording, filming, or photographing any parts of lectures or course material requires my permission. See rules on technology use: http://www.sjsu.edu/english/comp/policy/index.html.

Attendance and Participation

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." **Note:** A large portion of student learning occurs in class from lectures, discussions, and exercises. In-class assignments and participation points cannot be made up.

Academic Integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The <u>University Academic Integrity Policy S07-2</u> at http://www.sjsu.edu/senate/docs/S07-2.pdf 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 <u>Student Conduct</u> and Ethical Development website is available at http://www.sjsu.edu/studentconduct/.

Resources

Library Liaison

Your reference librarian for 100WB is christa.bailey@sjsu.edu. Her phone number is 408-808-2422. If Ms. Bailey is not available when you need assistance, 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.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd 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.

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. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.

SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their 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 Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study spaces are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

Below, please write down the names, email addresses, and phone numbers of three classmate contacts. Please connect with one or more if you miss a class.

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Fall 2016Course Schedule English 100WB Section 01

BPW – Business and Professional Writing

CR – Course Reader

LC – Learning Curve (on Writer's Help – Canvas)

This schedule is subject to change with fair notice depending on the needs of the class. If you miss a class, please check with a classmate and on Canvas for notes and changes. Homework assignments are due at the next class session unless otherwise noted.

Week 1

8.29.16 Introductory exercise; the writing process; text, audience, purpose; syllabus, letter of understanding; Canvas; brief introduction of the 8 Cs of strong written business communication: clear, concise, concrete and specific, complete, courteous, coherent, constructive, and correct. Resumes. Resume Conferences. Job and Internship Fair – September 27, 2016 12:00-4:00 p.m. Student Union Ballroom

Homework

- CR -- Read and annotate pages 1-26.
- LC Complete "Commas" and "Comma Splices and Fused Sentences"
- Write a one-page (at least three solid paragraphs) draft of an email introducing yourself to me. Concrete and specific details are most memorable. Submit on Canvas by 9.5.15.
 Bring a hard copy to class.
- Register for SJSU Career Center if you are not already registered. Find an internship or job that really interests you either on SpartaJobs or on another source, such as indeed.com or internships.com. Make sure to circle all key words on the copy of the job description. Print out two copies of the job description. Staple them to your resume drafts (described below).
- Purchase both of your texts, preferably today, if you have not done so already.
- **Sign up** for a 15-minute conference with me to discuss your resume draft.

Week 2

9.5.16 Labor Day – No Class

Homework

- Complete and review all assignments above.
- Read and annotate **BPW** pages 13-59, and 191-200. Do and study quiz at the end in preparation for brief group presentations on first seven Cs.
- **Read** the tips on resume writing; I have provided links on Canvas. **Draft** a resume tailored to the internship or job of your choice. **Proofread** it carefully. **Submit** on Canvas before class. **Bring** two hard copies (each stapled to a copy of the job description) with you to class on 9.12.16.

Week 3

9.12.16 Resumes and resume workshop. Discuss cover letters; discuss parts of speech; group presentation on the first 7 Cs.

Homework

- Revise your resume based on class discussion and resume workshop. Bring it to your meeting with me on Tuesday 9.13.16, Thursday 9.15.16, or Friday 9.16.16. Submit on Canvas. (I will collect hard copies as part of the packet.)
- CR Read and annotate pages 27-38
- **BPW—Read** and **annotate** pages 61-80 (grammar). Write down <u>all</u> questions you have on grammar and punctuation in your notebook for review on 9.19.16.
- Write a cover letter tailored to the job or internship you chose. Submit on Canvas. Bring two copies to class stapled to your resume rough draft with job description. Make sure to circle all key words on the copy of the job description that you will submit with your final drafts.

Week 4

9.19.16 Cover letter workshop, Interviews, parts of speech and clauses

Homework

- **BPW** Read and annotate pages 81-94 (punctuation at the end). Do and study quizzes at the end.
- LC "Verbs, Adverbs, and Adjectives"
- **Complete** final drafts of resume and cover letter. **Submit** on Canvas under appropriate assignments. **Bring** hard copies of the following stapled together in this order top to bottom: cover letter, job description (with your name on it.), resume draft, cover letter draft, peer review cover letter, peer review resume.
- Prepare for mock interview. Complete mock interview worksheets. Write a 30-second elevator speech. Submit speech on Canvas. Bring hard copy to class.

Week 5

9.25.16 Mock interviews, thank you letters/emails, the 8th C – grammar and punctuation. Discuss executive brief assignment; choose countries.

Homework

- Read and annotate assigned handout on "Communicating in a World of Diversity"
- LC "Verbs" and "Subject-Verb Agreement"
- Write a thank you email to the "hiring manager" for your job interview.
- Compile a detailed list of research questions for executive brief. Do preliminary research on the web. (Check out www.kwintessential.co.uk. and other sites.) Submit to Canvas. Bring a hard copy to class on 10.3.16.
- Prepare for brief quiz on the seven Cs, job search and grammar/punctuation up to this point (readings and homework, class discussions)

Week 6

10.3.16 **Quiz.** Discuss communicating in a world of diversity; executive brief – audience, purpose, tone, organization, parenthetical citations, and works cited. **Library session.**

Homework

- BPW Read and annotate pages 251-271 (presentations)
- **Find**, **read**, and **annotate** sources (5-6) for executive brief. At least one source must be a book, e-book, or a peer-reviewed article. Write citations in MLA format. (See Purdue OWL MLA Format or Writer's Help.)
- Organize the information you will use into a logical sequence with specific subcategory headings.
- **Review** executive brief peer review sheet.
- Write rough draft of executive brief with works cited page. Proofread your work.

Week 7

10.10.16 Discuss executive brief and presentations. Peer review executive brief.

Grammar and punctuation – copy editing **BPW** Chapter 4

Homework

- LC "Fragments" and "Nouns and Pronouns"
- Write final draft of executive brief. Submit to Canvas. Turn in hard copy in class.
- Prepare an oral presentation for class (4 minutes)
- Strongly encouraged see me with questions or concerns about rough draft during extended office hours.

Week 8

10.17.16 Executive brief presentations

Homework

- **BPW Read** and **annotate** pages 133-158.
- LC "Parallelism" and "Active and Passive Voice"
- Revise introductory email from 9.29.16. Submit final draft on Canvas. Bring a hard copy to class.
- CR -- Read "The Social Responsibility of Business is to Increase Its Profits. Write a 300-word commentary. Submit on Canvas discussions. Bring a hard copy to class.

Week 9

10.24.16 Discuss formatting and messages -- neutral, good news, bad news. Persuasive messages, AIDA, diction. Class exercise.

Homework

- BPW -- Read and annotate pages 159-187
- LC topics TBA depending on needs of class.
- Write two-part airline complaint letter and response. Submit to Canvas. Bring hard copy to class.
- Complete letter of recommendation request form. Write a letter of recommendation request in email format to a professor for a particular job or opportunity. Submit to Canvas. Bring to class a hard copy of email, request form, and resume stapled together in that order.

Week 10

10.31.16 Return and discuss Executive Brief. Midterm Grammar and Punctuation Exam – Practice exam does not count toward grade. News releases – presentations.

Homework

- **BPW read** and **annotate** pages 223-248 promotional materials
- LC topics TBA depending on needs of class.
- Write a persuasive news release as assigned.
- CR -- Read articles on Dhaka factory collapse. Write a 300-word commentary. Submit on Canvas discussions. Bring a hard copy to class.

Week 11

11.7.16 Blog posts and other promotion on the web. Grammar and punctuation.

Homework

- BPW Read and annotate pages 275-296 informal reports
- CR Read and annotate assigned pages on proposals and reports.
- Write assigned blog post. Submit on Canvas. Bring a hard copy to class.
- Prepare for a quiz on writing successful messages.

Week 12

11.14.16 **Quiz.** Discuss formal and Informal reports and proposals. Team assignments. Assign companies for formal report.

Homework

- BPW read and annotate pages 299-329 formal report.
- Read handout on formal reports.
- CR -- Read and annotate "Excerpts on Shared Value" Write a 300-word commentary.
 Submit to Canvas discussions. Bring a hard copy to class.
- Bring laptop or tablet to class.

Week 13

11.21.16 Discuss formal reports -- types, structure, content, visuals, writing process. Discuss options and choices.

Homework

- **Decide** which of the three options you will choose for your formal report and which companies you will compare.
- Begin researching information relevant to your companies (or products) and topic. Take notes and write questions. Write citations for the sources you will use. Print or copy the parts you may or will use and highlight and annotate specifics. Staple each source to its citation. Bring sources to class.
- Organize preliminary information and outline report. Submit outline on Canvas. Bring hard copy to class.

Week 14

11.28.16 Discuss questions on formal report. Discuss reflective essay assignment and final presentation.

Homework

- Write rough draft of all sections of formal report with works cited. Submit on Canvas.
 Bring two hard copies to class. Final draft will be due on the date of the final.
- Strongly encouraged -- Make and keep one or more appointments with the Writing Center, EOP, Aspire, or Peer Connections to have a tutor read your rough draft of your final report. Final drafts are due on day of final.

Week 15

12.5.16 Formal report peer review workshop. Discuss reflective essay and presentation. Grammar and punctuation review.

Homework

- Review grammar for final grammar test.
- Write two-page reflective essay. Submit on Canvas. Bring a hard copy to class.
- Prepare a four-minute presentation.
- Optional but strongly encouraged See me during extended office hours. Bring a hard copy of your rough draft of final report after you make revisions based on peer review and meetings with campus tutors. Mark area(s) you would like to discuss.

Week 16

12.12.16 Grammar final. Begin Presentations.

Homework

- Revise your formal report.
- Complete presentation. Submit presentation to Canvas.

Final

12.15.16 **Due** -- Final draft of formal report, presentations 7:15-9:30 a.m. Attendance is required.

FALL 2016 ACADEMIC CALENDAR

Monday	Aug. 22	Academic Year Begins – Fall Semester Begins
Monday-Tuesday	Aug. 22-23	Pre-instruction Activities: Orientation, Meetings
Wednesday	Aug 24	First Day of Instruction – Classes Begin
Monday	Sept. 5	Labor Day - Campus Closed
Tuesday	Sept. 6	Last Day to Drop Courses (Off Record)
Tuesday	Sept. 13	Last Day to Add Courses & Register Late
Wednesday	Sept. 21	Enrollment Census Date
Friday	Nov.11	Veteran's Day (Observed) - Campus Closed
Wednesday	Nov. 23	Non-Instructional Day - Campus Open
Thursday	Nov. 24	Thanksgiving Holiday - Campus Closed
Friday	Nov. 25	Rescheduled Holiday - Campus Closed
Monday	Dec. 12	Last Day of Instruction - Last Day of Classes
Tuesday	Dec. 13	Study/Conference Day (no classes or exams)
Wednesday - Friday	Dec. 14-16	Final Examinations
Monday - Tuesday	Dec. 19-20	Final Examinations
Wednesday	Dec. 21	Final Examinations Make-Up Day
Thursday	Dec. 22	Grade Evaluation Day
Friday	Dec. 23	Grades Due From Faculty - End of Fall Semester
Monday	Dec. 26	Christmas Holiday – Campus Closed
December 27-January 24		WINTER RECESS

Late Pass - Exception to the "No Late Work Rule"

Things come up for all of us. That is why this pass is available to you to use for turning in one of the following assignments **up to one week late**. Please staple this to your assignment. Only one coupon can be used per assignment.

This pass may be used for the following assignments:

- two-part complaint letter
- thank you letter
- one commentary
- letter of recommendation request packet
- final draft introduction essay
- blog post
- informal report

Name	Section		
Assignment			
Date Due	DateSubmitted		
This pass may not be used for rough or final drafts of resume, cover letter, executive brief, executive brief research questions, or executive brief presentation, podcast script or presentation, mock interview worksheets or questions, final report or outline for formal report, or reflective essay. The reason is that the timely completion of these assignments is necessary for time-restricted peer reviews, group work, library visit, job fair, presentations, or grades due at the end of the semester.			
Late Pass LearningCurv	e – Exception to the "No Late Work Rule"		
coupon hard copy in class, LearningCurve assignment	mplete one group of LearningCurve topics up to one week late . Please suand write "coupon" in the comment section when you submit your on Canvas. Note: Topics must be both assigned on same date. Also, if the se topics, you will still be responsible for all grammar/punctuation		
Name	Section		
Topic 1	Topic 2		
Date Due	DateSubmitted		

First Writing Center Visit – Extra Credit

October 7, 2016. To get credit, please have tutor sign this form and send me a report on your visit. Staple this coupon to assignment in question. Write "coupon" in assignment comment box on Canvas.		
Name	Section	
Assignment		
	Time of Visit	
Writing Tutor Name(Print)	Signature	
Revise an Assignment for a I	Passing Grade	
73%) for a passing grade. The rev that were corrected by me. You n	e assignment on which you received a grade lower than a C (belowed) (belowed	errors is
Name	Section	
Assignment		
Date Due	DateSubmitted	

This pass entitles you to 5 points extra credit after your first visit to the Writing Center if used by

Letter of Understanding Fall 2016, English 100WB, Section 1

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the objectives of this coul		
know that my success in t	this course depends on m	y choice to participate in
class activities, to comple	• • • • • • • • • • • • • • • • • • •	•
•	•	ess of my written and oral
communication. I will abi	. •	•
I, Sheree Kirby, will make appointment to help facil		class, office hours, and by
		concerns. I will do my best
to provide you with usefu		•
to written and oral assign		Tonico or your responde
Student Signature		
Instructor Signature	Sheree Kirby	
Date		
English 100WB Section 01		