# San José State University HTEM 100W Writing

## Course and Contact Information

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| Instructor: | Mahsa M Modirzadeh |
| Telephone: | 408-924-1375 |
| Email: | [mahsa.modirzadeh@sjsu.edu](mailto:mahsa.modirzadeh@sjsu.edu) |
| Online Office Hours: | M/T 10-11 am and by appointment |
| Prerequisites: | English 1B |
| GE/SJSU Studies Category: | Completion of core GE, satisfaction of Writing Skills Test and upper division standing. *Note: Must be passed with C or better to satisfy the CSU Graduation Writing Assessment requirement.* |

***I am available only during business hours (9-5 pm) to answer your emails.***

***Emails received after these hours will be responded to the next business day.***

## Class Web Page and MYSJSU Messaging

## Assignments and handouts are posted on the course website on Canvas. If you have trouble getting to the website you can call the help desk at (408) 924-2377. Assignments guidelines will be available only on the website.

Course materials such as syllabus, handouts, notes, and assignment instructions can be found on course website at https://sjsu.instructure.com . You are responsible for regularly checking with on Canvas/announcements to learn of any updates.

## Course Description

## This course develops and enhances written communication skills in the hospitality, recreation and tourism professions in the following areas: scientific/technical writing, administrative writing, public-relations related writing and funding proposals.

This course is designed for the development of advanced writing skills. Students are required to write literature reviews, persuasive letters, a scholarly paper, resume, and cover letter with a focus on hospitality and leisure studies. The course will end with the research paper. The emphasis is on:

1-advanced writing skills

2- organization and development of solid academic prose

3- the generalized as well as specialized forms of writing

**Course Goals and Learning Objectives**

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. Written Communication II should reinforce and advance the abilities developed in Written Communication 1A and 1B, and broaden and deepen these to include mastery of the discourse specific to the discipline in which the course is taught.

Upon successful completion of this program, students will be able to:

GELO 1 Produce discipline-specific written work that demonstrates upper-division proficiency in: language use, grammar and clarity of expression.

GELO 2 Express (explain, analyze, develop, and criticize) effectively, including ideas encountered in multiple readings and expressed in different forms of discourse

GELO 3 Organize and develop essays and documents for both professional and general audiences

GELO 4 Organize and develop essays and documents according to appropriate editorial and citation standards

GELO 5 Locate, organize and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

**Succeeding in this class**

At SJSU, students are expected to spend two hours outside of class for every one-hour of class time. Because this is a three-unit class, you should budget a minimum of six hours per week for homework in addition to time spent in class and on scheduled tutorials or activities. Special projects or assignments may require additional work for the course. Because writing is a process, you need to budget in time for every step, from brainstorming to researching to reading journal articles to writing. Careful time management will help you keep up with readings and assignments, and enable you to be successful in all of your courses.

### Course Learning Outcomes (CLO)

### Upon successful completion of this course, students will be able to:

CLO1: Write clear and concise *business letters, reports or proposals*

CLO2: Articulate in writing *a Problem of Practice* and plans for research

CLO3: Successfully complete quizzes to assess student understanding of terms from constructs presented and format/in-text citations using APA

CLO4: Prepare a formal paper based on news articles

CLO5: Prepare a *literature review* in an area of hospitality

CLO6: Prepare a *research paper*

## Texts and Additional Readings

1. Bovee, C.L. & Thill, J.V. (2014). *Business Communication Essentials*. 7th edition. Upper Saddle River, NJ: Pearson/Prentice Hall. (ISBN-: 0-13-389678-1 • ISBN-13: 978-0-13-389678-7

**Computer Navigation Competency**

Successful navigation of university library database for research and writing.

## Library Liaison

SJSU Library Laisons can save you time on any research project because they have the expertise to do a precise search and retrieval on topics relevant to the requirements of a specific course assignment. The library liaison assigned to the HSPM Department is Ms. Laurie Borchard. Ms. Borchard is a Reference and Instruction Librarian, Liaison for Hospitality, Recreation and Tourism Management. The Liaison Librarian provides guidance on locating primary references, journals and government documents related to health education and recreation. Ms. Borchard also provides orientation to the many culture-related resources within the MLK Library.

## Her contract information is provided below.

Dr. Martin Luther King Jr. Library

Borchard, Laurie

Phone: 408-808-2083

Email: [laurie.borchard@sjsu.edu](mailto:laurie.borchard@sjsu.edu)

Helpful electronic resource: URL: http://libguides.sjsu.edu/hospitality

## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will 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](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf> .

**Course Requirements and Assignments**

You are expected to write an estimate of 27 pages [approximately **8000** words] to meet university’s requirement for the course. You will also read and critique each other’s writing. Note that each typed page contains less than 300 words.

You should be able to correctly use APA style in:

• formatting the title page

• placement of title and subtitles

• in-text citation

• listing of sources on reference page

• demonstration of proper grammar and sentence structure

**Grading Policy**

Grades assigned by the instructor are as follow:

|  |  |  |
| --- | --- | --- |
| 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 | | |

You must receive a C or above to pass this class.

**Late Work Policy**

Work turned in past the due date is considered late. Unless you arrange it with me ahead of time or have proof of a personal emergency, i.e. severe illness, family funeral, or accident, all of which will require valid proof, **your late work will not be accepted**. A roommate who keeps you up past your bedtime, a family wedding, or a difficult commute are issues WE ALL DEAL WITH, and, although frustrating, you must learn how to overcome such obstacles with poise and vigor. Please do feel free to let me know what is going on, however, as I may be able to help strategize with you in order to ensure your academics take priority over other situations.

**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 year calendars document on the Academic Calendars webpage at <http://www.sjsu.edu/provost/services/academic_calendars/> . 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 Academic Integrity Policy S07-2 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 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 Integrity Policy S07-2 requires approval of 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 with me as soon as possible, or see me during office hours. Presidential Directive 97-03 at <http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf> requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

**Student Technology Resources**

Computer labs for student use are available in the Academic Success Center at http://www.sjsu.edu/at/asc/ located on the 1st floor of Clark Hall and in the Associated Students Lab 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 DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

**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.

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.

**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 at <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. (Note: You need to have a QR Reader to scan this code.)

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**SJSU Counseling Services**

The SJSU Counseling Services is located on the corner of 7th Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

Tentative Course Schedule

–*The schedule is subject to change with fair notice. If it should become necessary to change the schedule, notice will be posted on Canvas.*

**SCHEDULE** (Tentative: You will be notified of any changes ahead of time)

|  |  |
| --- | --- |
| Weeks | Assignments |
| Week 1 | Getting Started  Netiquette  Netiquette assignment |
| Week 1 | Read Ch.13  Quiz 13  DT 13  Job Posting  Introduction letter |
| Week 2 | Read Ch.14  Quiz 14  DT 14  Resume and Cover letter |
| Week 3 | Read Ch.1  Quiz 1  DT 1  Follow-up message  Message of Inquiry |
| Week 4 | Read Ch.2  Quiz 2  DT 2  Request for time extension  Letter of acceptance |
| Week 5 | Read Ch. 3  Quiz 3  DT 3  Letter of declining a job offer  Letter of resignation |
| Week 6 | Read Ch.4  Quiz 4  DT 4  Salary negotiation  Read: Career Research Final Project Prompt and Sample (CRP) |
| Week 7 | Read Ch.5  Quiz 5  DT 5  CRP Part 1: Work Plan |
| Week 8 | Read Ch. 10  Quiz 10  DT 10  CRP: Drafting |
| Week 9 | Read Ch.11  Quiz 11  DT 11  CRP: First draft due for Peer Review |
| Week 10 | Read Ch.6  Quiz 6  DT6 |
| Week 11 | Read Ch.7  Quiz 7  DT 7  Positive Message  CRP: Final Draft Due |
| Week12 | Read Ch.8  Quiz 8  DT 8  Negative Message |
| Week 13 | Read Ch. 9  Quiz 9  DT 9  Persuasive Message |
| Week 14 | Read Ch. 12  Quiz 12  DT 12  Recommendation Letter |
| Week 15 | Persuasive sales Pitch. |
| Week 16 | **We are done.** |

**Thread Discussion=TD**

**Check Canvas for the due date of each assignment.**

**Portfolio 1 content (500 WORDS MIN)**

1. Resume’
2. Cover Letter
3. Print of the Job Posting

**Portfolio 2 content (150 WORDS MIN)**

1. Thank-you Message
2. Message of Inquiry
3. Request for Time Extension
4. Letter of Acceptance
5. Letter of Declining a Job
6. Letter of Resignation
7. Counter Offer

(Each letter is worth 5 points. No revisions allowed)

**PORTFOLIO 3 CONTENT (ALL MESSAGES SHOULD BE 400 WORDS MIN.)**

1. Positive Message (request for a recommendation letter)
2. Negative Message
3. Persuasive Message
4. Recommendation Letter
5. Persuasive Sales Pitch

CRP

* 1. Work Plan (400 words)
  2. Intro/Criteria (200 words)
  3. Company one (750 words)
  4. Company two (750 words)

5. Conclusion/Next step (200 words)

**If you fail to meet the required word count on the assignments, you will lose 20% of the grade for that assignment.**

**Course Requirements, Evaluation and Grading**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Assignments** | **Weight** | **Learning**  **Objective** | **Competencies** | **Min.**  **Word count** |
| Netiquette | 1% | 2,4,5 | 4 | 150 |
| Quizzes | 14% | 2,4,8,9,10 | 4 |  |
| Discussion Thread (DT) | 14% | 2,8,9,10 | 6 | 2100 (150 each) |
| Introduction presentation | 5% | 1,2,3,4,5,7,8,10 | 5,6 | 200 (script) |
| • Portfolio 1 | 11% | 1,2,3,4,5,7,8,10 | 5,6 | 500-600 |
| • Portfolio 2 | 15% | 1,2,3,4,5,7,8,10 | 5,6 | 1050 (150x7) |
| • Portfolio 3 | 15% | 1,2,3,4,5,7,8,9 | 5,6 | 2100 (400x5) |
| Career Research Project | 25% | 1,2,3,4,5,7,8,10 | 5,6 | 2300 |

**Your grade is cumulative. There is no Final exam for this class. Keep track of your grade.**