**San José State University**

# Department of Hospitality, Tourism & Event Management HTEM 100W-80

## Course and Contact Information

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| Instructor: | Mahsa Modirzadeh |
| Office Location: | Clark Hall 404C |
| Telephone: | 408-924-1375 |
| Email: | Mahsa.modirzadeh@sjsu.edu |
| Online Office Hours: | Mon/Wed 10-11am (Please make an appointment if you wish to see me in person) |
| Class Days/Time: | This class is 100% online |
| 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 Monday-Friday during business hours (9-5 pm) to answer your emails. Emails received after these hours will be responded to the next business day.***

## Course Format

### Technology Intensive, Hybrid, and Online Courses

This class is 100% online. We will not meet in person over the course of the semester. If you need to see me in person, you must make an appointment with me. You are required to have access to internet and a computer along with an active SJSU library account for successful completion of the course*. See* [*University Policy F13-2*](http://www.sjsu.edu/senate/docs/F13-2.pdf) *at http://www.sjsu.edu/senate/docs/F13-2.pdf for more details.*

## Faculty Web Page and MYSJSU Messaging

*Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on* [*Canvas Learning Management System course login website*](file:///C:\Users\Spain\Desktop\2018\Outreach\Canvas%20Learning%20Management%20System%20course%20login%20website) *at http://sjsu.instructure.com. You are responsible for regularly checking with the messaging system through* [*MySJSU*](http://my.sjsu.edu) *at http://my.sjsu.edu (or other communication system as indicated by the instructor) to learn of any updates.*

## Course Description:

Developing and enhancing 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. Prerequisites: ENGL 1B (with a grade of C or better); 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.

## Course Goals:

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. The course will focus on four broad areas of competence: mastery of discipline-specific genres, both oral and written; mastery of the mechanics and style appropriate to business communications; mastery of research strategies including the ability to locate, utilize, and cite appropriate sources; and mastery of the process of business writing.

### Course Learning Outcomes

Upon successful completion of this course, 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** Explain, analyze, develop, and criticize ideas 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

### Course Learning Outcomes (CLO)

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

**CLO 1** Create an effective job search strategy, resume and cover letter.

**CLO 2** Write a formal business report using APA format

**CLO 3** Critique and revise ineffective business documents.

**CLO 4** Write effective and audience-appropriate business documents, including letters, memos,

electronic messages, and information research report.

**CLO 5** Communicate and collaborate in one-on-one, small groups, and large group situations online.

## Required Texts/Readings

### Textbook

Bovee, C.L. & Thill, J.V. (2016). ***Business Communication Essentials***. 7th edition. Upper Saddle River, NJ: Pearson/Prentice Hall. (ISBN: 9780133896787 or 9780134088860 for looseleaf version)

### Other technology requirements / equipment / material

* A current and fast internet connection in order to access websites and Canvas
* An activated SJSU library account

## Library Liaison (Optional)

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: [Laurie.borchard@sjsu.edu](mailto:Laurie.borchard@sjsu.edu). Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

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

**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

**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)

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Final Examination or Evaluation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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) |
| **Final Project**  Career Research Project | 25% | 1,2,3,4,5,7,8,10 | 5,6 | 2300 |

## Grading Information

* Your grade is cumulative.
* There is no Final exam for this class.
* If you fail to meet the required word count on the assignments, you will lose 20% of the grade for that assignment.
* There are not make up for the quizzes and discussion threads. If you fail to complete them within the designated period, you will receive a zero.
* **Not completing any part of the Final Project (Career Research Project) will result in an F for the class.**

**Grading Scale**

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

**“This course must be passed with a C or better as an SJSU graduation requirement.”**

## Classroom Protocol

1. The Netiquette assignment will inform you of the classroom protocol.
2. Your communication with me is essential for a successful completion of this course, so email me when you need help.
3. Extensions are granted if you communicate with me **48 hours prior** to the due date of the assignment.
4. I DO NOT accept excuses for incomplete assignments. Please do not email me with “I had internet issues” or “My computer crashed”. If you do so, I will automatically give that assignment a ZERO.
5. Final project grade (CRP) will be posted week 16. (This is a very long writing assignment that requires more time for me to read and grade). Not completing any part of the Final Project will result in an F for the class.
6. Grades at the end of the semester will not be rounded up.

## University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at http://www.sjsu.edu/gup/syllabusinfo/” Make sure to review these university policies and resources.

# Course Number / Title, Semester, Course Schedule

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced via CANVAS and e-mail. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

## Course Schedule

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| --- | --- |
| 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.** |