

**San José State University
Linguistics and Language Development
Writing Workshop for Business Students**

LLD 100WB-05 Fall 2018

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Office Hours: Mondays 12:15 p.m. – 1:15 p.m.
Days/Time/Classroom: MW 1:30 p.m. – 2:45 p.m. in BBC 104

Prerequisites: Pass GE Area A3 (Critical Thinking and Writing) with a grade of C or better, completion of Core GE courses, passage of Writing Skills Test or ENGL/LLD100A with C or better, and upper-division standing (60 units completed).

GE Studies Category: Area Z – Written Communication II

Course Description

This LLD100WB course emphasizes a practical and analytical approach to the development of content and style in business communications with the use of real and simulated business communication scenarios. Students practice oral and written skills needed for career success before and after they graduate. Written assignments will total a minimum of 8,000 words. A passing grade is a “C” or better (C minus is not passing) is a SJSU graduation requirement.

Course Web Page

Copies of the course materials such as the syllabus, assignment instructions, handouts, and calendar can be found on the learning management system called Canvas by Instructure.

Canvas Login URL: <https://sjsu.instructure.com>

Username: Your SJSU 9-digit ID

Password: Your SJSUOne Password

Once logged in, select your section from the drop-down menu under “Courses”. You are responsible for regularly checking the course web page for updates and using it for assignments as explained in class. [Canvas Student Resources \(Help\)](#) can be found at http://www.sjsu.edu/at/ec/canvas/student_resources/index.html

GE 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. Written Communication II reinforces and advances the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses, and deepens these to include mastery of the discourse within the discipline in which the course is taught.

Technology Requirements

Students will need to have access to the following items: a working laptop/tablet (that you can bring to class when requested), Microsoft Office, reliable internet access, and a printer. [Microsoft Office](#) is available at no charge to SJSU students. Find out how to download the program at <http://its.sjsu.edu/services/software/microsoft-students/index.html>. Also suggested is that students download and use the free [Grammarly](http://www.grammarly.com) grammar checker app which can be found at www.grammarly.com

Textbooks

Required: *Business Communication Essentials, 6th Edition*– by Courtland L. Bovee & John V. Thill (2013). Check ISBN number before buying and be sure to buy the 6th Edition (not 7th). This text is not available at the SJSU bookstore.

- Paperback version: ISBN #978-0-13-297132-4.

The recommended (and least expensive) option is to buy a used, print textbook for about \$20 online.

GE Learning Outcomes (GELOs)

Students shall write complete essays that demonstrate college-level proficiency. Upon successful completion of this course, students will be able to:

- a) Produce discipline-specific written work that demonstrates upper-division proficiency in
 - language use
 - grammar
 - clarity of expression
- b) Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse
- c) Organize and develop essays and documents for both professional and general audiences
- d) Organize and develop essays and documents according to appropriate editorial and citation standards
- e) Locate, organize, and synthesize information effectively to accomplish a specific purpose and to communicate that purpose in writing

Course Learning Outcomes (CLOs)

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

- a) Apply a process approach to planning, writing, and completing business messages
- b) Define the purpose of a business message and develop an awareness of target and potential audiences
- c) Plan and compose audience-appropriate business documents such as memos, electronic messages, and researched reports (APA citation style)
- d) Develop a career development plan to be “career ready” upon graduation
- e) Communicate and collaborate in one-on-one and small group situations
- f) Plan and deliver effective formal, informal and ad hoc oral presentations
- g) Write effective routine, persuasive, and negative messages that meet business expectations for clarity, conciseness, and grammar

Time Required Outside Class

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 one of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus. **This means you should plan to spend a minimum of 6 hours per week studying outside of class for LLD100WB.** 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>.

Classroom Protocol

The standards for this class reflect what is expected in the workplace. This is especially important for the areas of getting work completed on time, attendance, group participation, professional courtesy, communication skills, and ethics.

Late Work

For assignments submitted to Canvas: Most writing assignment will be submitted on Canvas by 11:59 p.m. on the date they are due. There will be a 12-hour grace period after the submission deadline to accommodate any last-minute technical issues or emergencies. Students may submit assignments during this grace period with no penalty, although the assignments will be marked “late” by Canvas. **After the 12-hour grace period, no assignments will be accepted.** The assignment drop box will close and students will be unable to submit their work and will receive a “zero” for the assignment. One exception is if you were sick and sought the care of a private physician or SJSU Health Center. In this case, you need to email me before class that you will be absent and get an excuse letter from a doctor which you must hand in the day you return to class. Another exception is if you tell me at the beginning of the semester that you will be traveling (e.g. student athletes) or have a pre-planned commitment (e.g. a family wedding).

For assignments that are submitted in class: Typically, these assignments take the form of worksheets that are completed during group work, printed copies of work for peer review, or oral presentations for which a specific date and time has been reserved. For that reason, **no late assignments of this type will be accepted** because failure to complete them in a timely manner will mean non-participation in the associated activity.

A current list of assignments and the days/times they are due can be found on the course Canvas home page.

Attendance /Participation

Attendance at every class is expected. **If you need to miss a class, I request that you email me beforehand explaining the reason.** I get concerned when students miss class. While attendance per se will not be used as a criterion for grading, active participation is essential to insure maximum benefit for all members of the class and is counted as part of your grade. You’ll get out of this class what you put into it.

Active participation and engagement with the material and your classmates is essential for successful learning. So, come to class prepared. This means reading and completing all homework assignments, checking Canvas regularly, and bringing the textbook and other required materials to each class.

Professional Courtesy

Coming late to class: Show respect for the class like you would for a business meeting with your supervisor and co-workers. You will be doing lots of group work in this class, so coming late means you can't participate fully and are impacting the learning experience of your classmates. Therefore, if you are not present when attendance is taken at the beginning of class, you will be marked "tardy". **You can be tardy 3 times without penalty, but being tardy 4+ times will result in a 2-point participation deduction per time.** If there is a reason that you will be habitually late, let's discuss your circumstances.

Cell phones: No cell phone use during class. Cell phones must be in silent mode. Put away all electronic devices so they are out of sight so your focus stays inside the classroom.

Computer use: In the classroom, students may use computers for class-related activities only when requested by the instructor. Otherwise, please close your laptop.

Recording a class: Students must obtain written permission to record a class from the instructor prior to the class being held. Email me to request permission.

Communication Skills

Format: All work must be typed, using the appropriate business format. Students are expected to follow the correct format guidelines for each assignment. In general, letters, memos and reports use 12-point font. Formal oral presentations use visuals and bulleted text to aid the audience's understanding.

Mechanics: Errors in spelling or grammar can affect the effectiveness of communications. Grading will reflect the seriousness with which these matters are often viewed in the working world. If you need extra help, see the tutoring resources under the "Other Student Resources" section of this syllabus or ask me.

Rewrites

A good writer is a good proofreader and editor. In this class, you will "rethink" and revise the major writing assignments through multiple drafts as they are reviewed by peers and/or the instructor, with the expectation that you will be able to improve your writing with each draft. If minimal or no revisions are done between graded drafts, there will be no grade change. For instance, if you got a 70% on your resume draft that I gave feedback on and resubmit basically the same resume for your final work, you will receive a 70% on the final. If you do not understand my feedback, please contact me immediately to clarify.

Ethics

Academic Honesty: *Plagiarized work will result in a failing grade or more serious academic action.* Do your own original work and give credit to the work and ideas of others by using APA citation style when citing sources in your research. *Do not submit material that you have submitted, or plan to submit, for another class.* Your work needs to be original for this class. Check your Turnitin originality score after you submit your work, and, if there are matches, revise any problem areas before the due date. Ask me if you have questions on whether matches are a problem or not. Only your last submittal before the due date will be graded.

Grading Information

The goal of this syllabus is to make the grading process as clear as possible. Please ask me if anything is unclear. Descriptions how assignments and exams will be graded can be found on Canvas in the instructions and/or on the grading rubric.

How your grade is calculated: At the beginning of the semester, each assignment group is weighted as a percent of the total grade and given an estimated point value. Once the assignment is scored, the points you earn are applied to your final course grade which will be determined by the number of points possible. Occasionally, if assignments are added or dropped, the number of points possible may be more or less than this syllabus, but the weight of each assignment group will not vary from the syllabus.

Grading turnaround: You can expect that assignments will be graded within a week after they are submitted. On occasion, grading may be delayed due to my heavy grading load; however, the delay between submission and grading of an assignment will be no longer than two weeks.

Final course grade: Your final course grade will be the grade that is shown on Canvas after all course work is completed and graded. There will be no extra work offered at the end of the semester to raise your grade. However, grades will be rounded up if 0.5 pts or over (e.g. 89.5% would be rounded up to 90%). There will be no changes to grades after the course has ended and all work has been completed.

Grading Breakdown

97%-100%=A+	93%-96%=A	90%-92%=A-	87%- 89%=B+	83%- 86%=B
80%-82%=B-	77%- 79%=C+	73%-76%=C	70%- 72%=C- No pass	69.9% & below No pass

Per University Policy F13-1, "All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades." See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Grading Policy

Assignments will be awarded points, representing grades A – F. *Student must pass with a C or higher grade (not a C minus) to fulfill the graduation writing requirement.*

A = Completes all parts of the assignment with exceptional quality. The assignment is properly formatted, well organized, well developed, and displays a clear sense of audience and purpose. Student uses academic and professional language appropriately, including citations (in-text and references). Adheres to the conventions of written English. Adheres to the university policies on plagiarism, academic honesty and integrity.

B = Completes all parts of the assignment but may show some flaws in format,

organization, development of ideas, sense of audience and purpose, or use of the conventions of written English. Adheres to the university policies on plagiarism, academic honesty and integrity.

C = Completes all parts of the assignment but shows weakness in basic format, organization, development of ideas, sense of audience and purpose, or use of the conventions of written English. Adheres to the university policies on plagiarism, academic honesty and integrity.

C-, D = Completes some parts of the assignment but is inadequate in basic format, organization, development of ideas, sense of audience and purpose, use of the conventions of written English. May not adhere to the university policies on plagiarism, academic honesty and integrity.

F = Fails to complete all parts of the assignment or shows blatant deficiencies in the use of academic or professional English and/or fails to adhere to the university policies on plagiarism, academic honesty and integrity.

Major Assignments	GELOs	CLOs	Points	% Grade	Min. Words	Max Words
Self-SWOT	abe	bcefg	20	4%	300	300
Career Development Plan	abce	acdefg	55	11%	750	1250
Informational Interview	abe	bcefg	25	5%	500	700
LinkedIn	abcde	abdeg	35	7%	700	1250
Resume	acde	abcde	25	5%	400	700
Cover Letter	acde	abcde	25	5%	350	500
Networking	abcde	bcdefg	20	4%	300	700
Online Posts/Discussions	abce	bcg	20	4%	700	750
Oral Presentations (formal and informal)	ae	abef	25	5%	500	750
Company Assessment Report (includes APA format)	abcde	abcde	75	15%	1200	2000
Midterm Exam	abce	bcg	25	5%	500	700
Portfolio of Business Communication	abcde	abceg	100	20%	1500	2000
Final exam	abce	bcg	30	6%	300	400
Participation	abcde	abcefg	20	4%	n/a	n/a
Total Points and Words			500	100%	8000	12000
Extra Credit			20	4%		

Major Assignments Defined

Most assignments submitted on Canvas will be automatically submitted to Turnitin.com.

Self-SWOT: Each student will write and analyze their own personal SWOT.

Career Development Plan: This plan sets a personal game plan to successfully launch the student's career and is an opportunity for the students to reflect on their learning.

Informational Interview: Students will plan, execute, and report on an interview with a business executive at a company they would like to work for, preferably one of the companies they researched for the Company Assessment Report.

LinkedIn: Students will develop a professional LinkedIn profile.

Résumé/Cover Letter: Students will tailor these two basic job application documents as the foundation for their job search.

Networking: Students will plan and execute a networking strategy to build their career connections.

Online Posts and Discussions: These are ways that students will contribute to their own learning and the learning of their classmates.

Oral Presentations: In addition to a prepared, formal PowerPoint presentation, students will practice impromptu and informal oral presentations.

Company Assessment Report: In this report, students will assess their fit with two chosen companies based on their personal criteria.

Portfolio of Business Communication: Using the process approach to writing, students will develop examples of business communication, such as job search communication, a recommendation request, a “negative news” notice, and a persuasive message.

Exams: The midterm and final exams will be written examples of effective business communication that has been studied during the semester.

Participation: Certain activities require group or paired work to be successful. Points will be given by preparing for and participating in these activities.

Extra Credit: Students may earn extra credit by fulfilling the specific extra credit activities as outlined on Canvas.

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](#) at <http://www.sjsu.edu/gup/syllabusinfo/> Make sure to review these policies and resources.

Other Student Resources

Library Liaison: For assistance, go to the King Library Reference Desk (2nd floor) and/or utilize the SJSU Subject Guides (LibGuides) on the library site. For research consultation, contact our Liaison Librarian, Ann Agee, at ann.agee@sjsu.edu or (408) 808-2033.

College of Business Computer Labs: [CoB Computer lab](#) info can be found at <http://www.sjsu.edu/cob/Students/computing/> Computers are also available in the Martin Luther King Library.

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. 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. 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>.

SJSU Counseling Services: At the SJSU Counseling Services psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues. To schedule an appointment or learn more

information, visit [Counseling Services website](http://www.sjsu.edu/couns) at <http://www.sjsu.edu/couns>

Free Passes

Note the expiration date and use the following coupons *wisely*. Can only be used once per pass. Nontransferable---for your use only.

Dog Ate My Homework Free Pass

Pass entitles student to turn in any **homework assignment** up to ONE week late. Simply write "Dog Ate my Homework Pass" in the "Comments" field on Canvas when submitting the revised work and turn it in before the one-week grace period.

One use only. Nontransferable. **EXPIRES: Dec. 10, 2018.**

In-class Participation Free Pass

Pass entitles student to turn in an approved (by instructor) **in-class assignment** up to ONE week late. Simply write "In-Class Participation Pass" in the "Comments" field on Canvas when submitting the revised work or attach this pass to your hard copies when submitting the work to me in person.

One use only. Nontransferable. **EXPIRES: Dec. 10, 2018.**

Magic Eraser Reviseny Grad Pass

Pass entitles student to revise a **non-passing grade on an assignment**. Simply write "Magic Eraser" in the "Comments" field on Canvas when submitting the revised work and turn it in within ONE week of the date the grade was issued.

One use only. Nontransferable. **EXPIRES: Dec. 10, 2018.**

(Concept adopted from L. Lo)

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Tentative Course Schedule and Major Due Dates

See Canvas for detailed course assignments. Submit assignments on Canvas unless otherwise noted. Calendar is subject to change with fair notice. Abbreviations: Business Communication Essentials (BCE), Career Development Plan (CDP), Company Assessment Report (CAR)

Week	Day	Topic	Reading (Complete by class period)	Assignments
Exploring Options				
Week 1 8/22	W	Course orientation Intro to Canvas.		1. Bring your laptop and textbook, <i>Business Communication Essentials</i> (BCE) Edition 6, syllabus, to class. 2. Complete student survey (Canvas) 3. Complete "Introduce Yourself to the Class" (Canvas)
Week 2 8/27	M	Business communication overview, team skills, and interpersonal communication.	Chapter 1-BCE	See HW for 8/27 (Canvas)
8/29	W	Personal SWOT Analysis		See HW for 8/29 (Canvas)
Week 3 9/3	M	No Class- Labor Day Holiday		Self- SWOT Analysis-Final due (Canvas) Choose 2 companies to research for CAR and informational interviews (not Facebook, Google, or Apple).
9/5	W	Guest Speaker- SJSU Career Center Counselor, Mark Isham		
Week 4 9/10	M	The 3-step writing process. Step #1: Planning business messages. CAR Intro Plagiarism	Chapter 3 - BCE	See HW for 9/10 (Canvas)

9/12	W	CAR Research Workshop		See HW for 9/12 (Canvas) Plagiarism assignment due
Week 5 9/17	M	Report Writing	Ch 10 & 11- BCE	See HW for 9/17 (Canvas)
9/19	W	Step #2- Writing Business Messages Step #3- Completing Business Messages	Chapter 4 - BCE Chapter 5 - BCE	See HW for 9/19 (Canvas) CAR Work Plan and Draft Bibliography due (Canvas) Grammar self-assessment. Discussion: "Planning and Writing a Business Message" due (Canvas).
Week 6 9/24	M	Crafting Messages for Electronic Media	Chapter 6 - BCE	See HW for 9/24 (Canvas)
9/26	W	Peer Review LinkedIn= Getting Started		Draft CAR in-class Peer Review (in-class)
Week 7 10/1	M	Informational Interviews APA		Informational Interview practice-written and oral (in-class) Linked-In Summary draft due (in-class) APA practice (in-class)
Applying for a Job/Internship				
10/3	W	Building Careers and Writing Resumes	Chapter 13 - BCE Spartan Career Readiness Course "Job and Internship Search Intro" and "Job and Internship Search Strategies"	Search for 2-3 job postings in your major that you're interested in. Print them & bring to class. Draft CAR due for instructor review (Canvas)

Week 8 10/8	M	Applying and Interviewing for Employment- Cover Letters	Chapter 14- BCE	Resume 1 st Draft due for peer review
10/10	W	Mid-Term Exam		In-class mid-term exam. Includes material covered-to-date. Open book. Resume 2 nd Draft due for instructor feedback (Canvas) on Friday, 10/12
Week 9 10/15	M	Writing Routine and Positive Messages Elevator pitch intro	Chapter 7- BCE	Cover Letter 1 st draft due for peer review (in-class) Final resume due (Canvas)
10/17	W	Applying and Interviewing for employment	Chapter 14- BCE	Mock Interviews Elevator Pitch (in-class) Cover Letter 2 nd draft due for instructor feedback (Canvas)
Week #10 10/22	M	Job search correspondence Peer Review		Draft Portfolio #1 Recommendation Letter due for peer review (in-class) Interview correspondence
10/24	W	Career Development Plan (CDP) Intro		See HW for 12/24 (Canvas) Final Cover Letter due Friday, Oct. 26 on Canvas.
Week #11 10/29	M	Managing Your Online Presence- LinkedIn		Final CAR Requesting and declining a LinkedIn recommendation.

On the Job				
10/31	W	Writing Negative Messages	Chapter 8- BCE	Final Portfolio #1, Recommendation letter due. AR Proposals due
Week #12 11/5	M	Writing Negative Messages (con't)	Chapter 8 (con't)	LinkedIn Final Due
11/7	W	Writing Persuasive Messages	Chapter 9	Draft Portfolio #2 (negative news) due in –class for peer review and on Canvas for instructor review Friday 11/9.
Week #13 11/12	M	Veteran's Day Holiday No Class		
11/14	W	Writing Persuasive Messages (con't)	Chapter 9 (con't)	Career Development Plan Draft for Peer Review (in-class) Informational interview completed- summary due (Canvas)
Week #14 11/19	M	Career Development Plan Workshop		Career Development Plan Draft for instructor feedback (Canvas) Draft Portfolio #3 (persuasive message) due for peer review.
11/21	W	No class.--Non-Instruction Day (Pre-Thanksgiving holiday)		Draft Portfolio #3 for Instructor feedback due (Canvas)
Week #15 11/26	M	Networking		See HW on Canvas.
11/28	W	Developing Oral and Online Presentations	Chapter 12- BCE	Final Portfolio #2 (negative news) due.
Week #16 12/3	M	Presentations		Final Career Development Plan due (Canvas) Career Development Plan Presos
12/5	W	Presentations		CDP Presos Final Portfolio #3 (persuasive message) due.

Week #17	M	Last day of class.		Review for exam.
12/12	W	Final exam		In-class final. Bring laptops.