

**San José State University**  
**Linguistics & Language Development**  
**LLD 100WB, Writing Workshop for Business Students,**  
**Section 8, Fall 2018**

**Course and Contact Information**

<b>Instructor:</b>	Shama Ball
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<b>Office Hours:</b>	Monday & Wednesday 12:00-1:15 or by appointment
<b>Class Days/Time:</b>	TTh 9:00-10:15
<b>Classroom:</b>	Clark Hall 216
<b>Prerequisites:</b>	completion of English1B with a C or better, completion of core GE, satisfaction of the Writing Skills Test, and upper division standing.

**GE/SJSU Studies Category:** SJSU Studies Area Z

**Canvas Learning Management System:** Materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>.

**Course Description**

Instruction and practice in reading, discussing, and writing about issues germane to the student's major field of study. ABC/NC. 3 units.

**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.

**GE Learning Outcomes (GELO)**

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*. 7<sup>th</sup> edition. Upper Saddle River, NJ: Pearson/Prentice Hall. (ISBN: 9780133896787 or 9780134088860 for looseleaf version)

\*\* you do NOT need the myBComm Lab or any cd or access code, though some packages come with them.

### Other Readings

*Course reader for Ball 100WB* available from Maple Press, 330 S. 10<sup>th</sup> St. (408-297-1000)

\*\*Reader cost will be approximately \$15; Maple Press only accepts cash or check.

### Other technology requirements / equipment / material

- internet connection in order to access websites and Canvas
- An activated SJSU library account

## Library Liaison

Library Liaison: **Ann Agee** <ann.agee@sjsu.edu>

Please also visit the SJSU MLK Library's Business Research homepage: <http://libguides.sjsu.edu/business?hs=a>

## Course Requirements and Assignments

**PORTFOLIO 1 CONTENT:** Résumé, Cover Letter, Printout of the Job Posting

**PORTFOLIO 2 CONTENT:** Follow-up, Inquiry, Request for Time Extension, Acceptance, Decline, Resignation, Counter Offer/Negotiation

**PORTFOLIO 3 CONTENT:** Routine Message, Negative Message, Persuasive Message

Assignment/Activities	Weight	Learning Objectives	Min. Words
Smaller classwork assignments, incl. quizzes	10%	2,4,5	
Introduction Letter – Story of You	5%	1,2,3,4,5	300
• Portfolio 1	10%	1,2,3,4,5	600
• Portfolio 2	15%	1,2,3,4,5	(300x7)2100
• Portfolio 3	10%	1,2,3,4,5	(300x3)900
Analytical Report	20%	1,2,3,4,5	2600
Social Media Project	20%	1,2,3,4,5	800+ (per member)
Final Exam	10%	1,2,3,4,5	600-700

University’s Credit Hour Requirement: “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 3 hours per unit per week with 1 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.”

**Final Examination or Evaluation**

**Wednesday, December 12 at 7:15 to 9:30**

The final exam will be a timed writing assignment related to the standard business messages practiced in Portfolio 3 during the course

**Grading Information**

**Determination of Grades**

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

Students will be evaluated on class preparation and participation, assignments, tests and the final. The final grade is determined by the number of points earned from these areas. The total points earned will be divided by the total points possible for a final percentage. This class is not graded on a curve.

- A:** Completes all parts of the assignment. Well-organized, well-developed, and displays a clear sense of audience and purpose. Uses business language appropriately, including APA citations when necessary. Adheres to the conventions of written business English. Meaningful participation and interaction with other students is present.
- B:** Completes all parts of the assignment but may show some flaws in organization, development, sense of audience and purpose, or use of the conventions of written business English. Overall the assignment is well done with only minor corrections needed. Meaningful participation and interaction with other students is absent.
- C:** Completes all parts of the assignment but shows weakness in basic organization, development, sense of audience and purpose, or use of the conventions of written business English. The assignment needs correcting in more than one area. Participation with other students is absent.
- D:** Fails to complete all parts of the assignment or shows egregious deficiencies in the use of business English. The assignment needs correcting in many areas. Participation and interaction with other students is absent.

**Evaluating Written Assignments**

In general, assignments will be evaluated on their effectiveness. In addition to the checklists provided in the textbook, the following guidelines will also be used to evaluate your assignments:

- Is the “you” attitude—courtesy and consideration for the audience—consistently present?
- Has all the necessary information—and only the necessary information—been included?
- Are grammar, punctuation, mechanics, and vocabulary correct?
- Is the format attractive and appropriate?
- Was the document submitted on time, as expected in the business world?

**Grading Scale:**

<b>97-100%</b>	<b>A+</b>	<b>87-89%</b>	<b>B+</b>	<b>77-79%</b>	<b>C+</b>	<b>67-69%</b>	<b>D+</b>
<b>94-96%</b>	<b>A</b>	<b>84-86%</b>	<b>B</b>	<b>74-76%</b>	<b>C</b>	<b>64-66%</b>	<b>D</b>
<b>90-93%</b>	<b>A-</b>	<b>80-83%</b>	<b>B-</b>	<b>70-73%</b>	<b>C-</b>	<b>60-63%</b>	<b>D-</b>
						<b>&lt;59%</b>	<b>F</b>

**Notes:**

- Final grades are final. Decimal point averages above a .5% will be rounded up (e.g., an 83.6% = 84%).
  - Extra credit opportunities will be announced during the semester by your instructor.
1. **Using Canvas:** We will be using Canvas as a course depository, for online discussions, to keep track of grades, and to utilize plagiarism detection features. Log in at <http://sjsu.instructure.com> with your 9-digit SJSU ID and

password you use for your SJSUOne account. **I will periodically post class announcements on Canvas so be sure to go into your settings and link your preferred email to the announcements** (or you will miss important information).

2. **Assignments:** Complete all written assignments with standards that reflect the workplace. This includes *promptness* (meeting due dates), *presentation of documents* (applying uniformity in formatting, margins, and font style), and *grammatical accuracy* (editing for grammar and mechanics). Maintaining academic integrity reflects business ethics in the work context.
3. **Due Dates:** Failure to submit assignments by due dates could affect a student's grade. Emergencies should be communicated and documented to the instructor as soon as possible, and before a due date if possible – the key is to communicate with me *early*. In general, late assignments will be scored one-half grade lower per day late. Classwork/group work cannot be made up. ***Any allowed make-up work must be submitted within two weeks of the original due date of the assignment, and allowed revisions must be submitted within two weeks of the return date of the original assignment.***
4. **Format:** All work should be typed, using appropriate format – standard 1” margins and 11- or 12-point Times New Roman (Arial or Tahoma) font. In general, letters and memos should be single-spaced with spacing in between paragraphs (block letter format). **All major assignments will require hard copy submissions; online submissions should be uploaded as .doc or .docx files.**
  - **Back-up Copies:** Save backup copies of your work on your hard drive or elsewhere. Technological reasons, such as computer crashes, problems with Internet access, or running out of ink are unacceptable reasons for late work.
5. **Feedback for Assignments:** After completing your assignments, be sure to read my feedback. This will help you perform better on your future assignments.
6. **Citing Sources:**

You are required to use **APA citation style (pages 294 and 415-417 in the textbook)** for citing sources in your research. Other guides to applying APA style for reports will be provided. Although this class covers business writing, APA style is frequently used for academic assignments beyond English 1A and 1B.
7. **Grammar/Mechanics:**

Errors in grammar, spelling, and punctuation can affect the overall flow of written communications. My grading regarding grammar will reflect the formality of final documents presented in the workplace. Students should have an understanding of basic business English grammar rules. These will not be covered extensively in the course. Students who need more practice and assistance with grammar should visit me during office hours, and also seek tutoring. See **Student Resources** information via Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

## Classroom Protocol

Please come to class prepared. Cell phones should be in silent mode. Respect your classmates, even if their opinions and/or preferences are not aligned to your own. Attending class does not simply require your presence, but your active participation and engagement with the material. In a class capped at 25, individual conduct and participation are particularly noticeable.

## 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/>

## LLD 100WB Fall 2018 Course Schedule

**TENTATIVE SCHEDULE** -- slight changes may be made with advance notice via announcement/email  
**BCE = Business Communication Essentials, Bovee & Thill**

### Course Schedule

Week	Tuesday	Thursday
<b>Week 1</b> 8/21-23	Brief Course introduction <b>HW: get books, read BCE Unit One (Ch.1 &amp; 2)</b>	Extended Course introduction with Group Interview <b>HW: get books, read BCE Unit One (Ch.1 &amp; 2)</b>
<b>Week 2</b> 8/28-30	<b>Introduction Assignment (in-class writing)</b> <b>HW: Review BCE Unit One (Ch.1 &amp; 2)</b>	<b>DUE: revised intro letter</b> Discuss Ch. 1 & 2 BCE <b>HW: Read BCE Ch. 3 &amp; 4</b>
<b>Week 3</b> 9/4-6	Discuss Ch. 1 & 2 BCE Look at <a href="http://www.sjsu.edu/careercenter/students/launch-your-career/Guide_Resume.pdf">http://www.sjsu.edu/careercenter/students/launch-your-career/Guide_Resume.pdf</a> (Resume and Cover Letter Guide) in preparation for Thursday. <b>HW: Read BCE Ch. 3 &amp; 4</b>	<b>Career Center presentation: résumés</b> <b>HW: read BCE Ch. 5, BCE Prologue</b> (p. xxxvii-xliii) “Building a Career with Your Communication Skills”
<b>Week 4</b> 9/11-13	Discuss Ch. 3 & 4 BCE <b>HW: Read BCE Ch. 13 &amp; find a job posting to your liking</b> (must be within the business profession, e.g. Marketing, HR, Accounting, etc.); <b>print the job posting &amp; bring to class Wednesday</b>	Discuss BCE Ch. 5 & 13; Analyze job postings matched to résumés and cover letters <b>HW: Read BCE p. 368-372, prepare a draft résumé &amp; cover letter for your job posting</b>
<b>Week 5</b> 9/18-20	Workshop résumé and cover letter <b>HW: revise résumé &amp; cover letter, due 9/19, read BCE p. 385-386</b>	<b>DUE: Résumé &amp; Cover Letter (Portfolio 1)</b> in hard copy Begin Portfolio 2: draft <i>follow-up message</i> <b>HW: read BCE Ch. 14; revise follow-up message</b>
<b>Week 6</b> 9/25-27	<b>DUE: follow-up message</b> Discuss BCE Ch.14; draft <i>message of inquiry &amp; request for time extension</i> Introduction of Analytical Report (AR) <b>HW: revise message of inquiry, read BCE Ch. 10; identify a company/issue you would like to do research on</b> (consider companies you may wish to work for in the future)	<b>DUE: message of inquiry (bring to library session)</b> <b>Library session – meet in MLK 213</b> <b>HW: revise request for time extension</b>
<b>Week 7</b> 10/2-4	<b>DUE: request for time extension</b> Discuss BCE Ch. 10; draft <i>letter of acceptance &amp; letter declining job offer</i> <b>HW: draft Analytical Report Workplan – preliminary outline &amp; references</b>	<b>DUE: letter of acceptance</b> Workshop on AR Workplan <b>HW: read BCE Ch. 11; finalize AR Workplan</b>

Week	Tuesday	Thursday
<b>Week 8</b> 10/9-11	<b>DUE: AR Workplan</b> Discuss BCE Ch. 11 <b>HW:</b> begin draft of Analytical Report, <b>revise letter declining job offer</b>	<b>DUE: Letter declining job offer</b> Draft <i>letter of resignation</i>  <b>HW:</b> continue draft of AR, bring draft next class
<b>Week 9</b> 10/16-18	<b>DUE: draft of AR for peer review</b> Peer Review of AR  <b>HW: revise</b> Analytical Report; <b>revise letter of resignation</b>	<b>DUE: Letter of resignation</b> Draft <i>counteroffer/negotiation message</i>  <b>HW:</b> finalize Analytical Report
<b>Week 10</b> 10/23-25	<b>DUE: Counteroffer/negotiation message</b> Begin Portfolio 3: draft <i>Positive Message</i>  <b>HW: read BCE Ch. 7 &amp; 8</b> <b>revise counteroffer/negotiation message</b>	<b>DUE: Analytical Report</b> Discuss BCE Ch. 7 Introduce Social Media Project; form groups  <b>HW: revise positive message</b> , review <b>BCE Ch. 8</b> , read Social Media Project (SMP) prompt
<b>Week 11</b> 10/30-11/1	Discuss BCE Ch. 8 Draft <i>Negative Message</i>  Workshop SMP  <b>HW: read BCE Ch. 9</b>	Discuss BCE Ch. 9 Work on Social Media Project (SMP)  <b>HW: begin draft of SMP; revise negative message</b> , read <b>BCE Ch. 12</b>
<b>Week 12</b> 11/6-8	<b>DUE: Negative Message</b> Draft <i>Persuasive Message</i> Discuss BCE Ch. 12 Continue work on SMP  <b>HW: read BCE Ch. 6</b>	Discuss BCE Ch. 6  <b>HW: Continue work on SMP, revise persuasive message</b>
<b>Week 13</b> 11/13-15	Workshop SMP	<b>DUE: Persuasive Message</b> <b>HW: complete first draft of SMP, bring to class Tuesday</b>
<b>Week 14</b> 11/20-22	<b>DUE: first draft of SMP</b> Peer review of SMP; Revise and edit SMP SMP Presentation workshop – plan and create presentation slides  <b>HW: continue work on SMP</b>	<i>Thanksgiving Break – non –instructional day/no classes</i>
<b>Week 15</b> 11/27-29	Editing workshop -- finalize SMP report and presentation  <b>HW: finalize SMP for submission/presentation</b>	<b>DUE: SMP report &amp; Powerpoint</b>  Group Presentations
<b>Week 16</b> 12/4-6	Group Presentations	<b>TBA/Last day of class</b>
12/11-13	No Class – Study/Conference Day	<b>FINAL EXAM: Thursday, DEC. 13, 07:15-9:30</b>