San José State University
Department of Linguistics and Language Development
LLD 100WB-12: WRITING WORKSHOP FOR BUSINESS STUDENTS (WW)
Fall 2018

Course and Contact Information

Instructor:	Kathleen Haven
Office Location:	406 H Clark
Telephone:	408-924-4484
Email:	kathleen.haven@sjsu.edu
Office Hours:	MW 11:00-1pm – by appt only
Class Days/Time:	F 9:30-12:15pm
Classroom:	Sweeney 414 and through Canvas
	https://sjsu.instructure.com/courses/1263136

Canvas Learning Management System: Materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Leaning Management System course login website 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. **Prerequisites:** completion of English1B with a C or better, completion of core GE, satisfaction of the Writing Skills Test, and upper division standing.

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

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

1. Bovee, C.L. & Thill, J.V. (2016). *Business Communication Essentials*. 7th edition. Upper Saddle River, NJ: Pearson/Prentice Hall. (ISBN: 9780133896787 or 9780134088860 for loose leaf version) (Required) ** you do **NOT** need the myBComm Lab or any cd or access code, though some packages come with them.
2. *Supplemental course materials available through our CANVAS:*
   https://sjsu.instructure.com/courses/1263136
3. An activated SJSU library account

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 including quizzes and discussion threads.	15%	2,4,5	
Introduction Letter	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	15%	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: Friday Dec 14 7:15-9:30

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. 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?

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

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 regularly post class announcements on Canvas. **Again, the best way to *contact* me is through our Canvas inbox.**
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. **Online Discussion:** An online discussion is a class communication tool using a threaded discussion in canvas. To receive full credit, students must post one original response to the question/instruction by the designated day of each week and a response to another student's post. To earn all possible points (0-20), refer to the Grading Rubric.
4. **Online Quizzes 1-14:** There will be 14 quizzes to assess students' understanding of the readings and class materials.
5. **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*. ***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.***
6. **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.
7. **Feedback for Assignments:** After completing your assignments, be sure to read my feedback. This will help you perform better on your future assignments.
8. 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.

9. 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 at http://www.sjsu.edu/gup/syllabusinfo.
10. Conferences for further feedback and review will be scheduled with each student – TBA

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 at http://www.sjsu.edu/gup/syllabusinfo/

Student Resources
1. **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.)

2. **SJSU Peer Connections:** The Learning Assistance Resource Center (LARC) and the Peer Mentor Program have merged to become Peer Connections. Peer Connections is the new campus-wide resource for mentoring and tutoring.   Our staff is here to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. Students are encouraged to take advantage of our 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 space 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.

3. **Student Technology Resources:** Computer labs for student use are available in the Academic Success Center at http://www.at.sjsu.edu/asc/ 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.

University Policies

Academic integrity statement -Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The University's Academic Integrity policy, located at http://www.sjsu.edu/senate/S07-2.htm, 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 Policy S07-2 requires approval of instructors.

Campus policy in compliance with the Americans with 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 requires that students with disabilities requesting accommodations must register with the AEC (Accessible Education Center) aec-info@sjsu.edu or call 408-924-600 to establish a record of their disability.

LLD 100WB Fall 2018 -TENTATIVE SCHEDULE
Changes may be made with advance notice via announcement on CANVAS

Week	Monday	Friday
Week 1 8/24		Course introduction Greensheet Review
Week 2 8/31	**Introduction Letter Assignment** HW: Read Ch.1 and Ch2	TD:1 and 2 Quiz:1 and 2 Due: **Introduction Letter Assignment**
Week 3 9/7	No Class	Ch.3 Th:3 Quiz 3 Ch.4 Th:4 Quiz 4
Week 4 9/14	Ch.5 Th:5 Quiz 5 Ch. 12	TD:12 Quiz 12 HW: Identify an Ideal Job Posting to your liking; upload to canvas (word.doc or .doxs) *Job posting must be within the Business profession, eg. Marketing , HR, Accounting etc.
Week 5 9/21	Ch.13 HW: Resume' and cover letter Analyze Job description matching to resume' and cover letter	TD:13 Quiz 13 **Portfolio 1-Resume and Cover letter due**
Week 6 9/28	CH.14 Portfolio 2 Begins Write : 1- "Thank-You Message"	TD:14 Quiz 14 Write: 2- "Message of Inquiry"
Week 7 10/5	Ch. 11 Write: 3- "Request for Time Extension" Identify two companies you would like to research on. Read the Prompt for "Career Research Project"	TD:11 Quiz 11 Write: 4- "Letter of acceptance" "Career Research Project "work plan preliminary outline and reference

Week 8 10/12	Ch.10 Write: 5- "Letter of Declining a Job Offer"	HW: Draft "Career Research Project" TD:10 Quiz 10 Write: 6- "Letter of Resignation"
Week 9 10/19	Ch. 7 Write: 7- "Counter Offer" Keep working on "Career Research Report"	Portfolio 3 Begins Write: 1-"Positive Message" TD: 7 Quiz 7 "Career Research Report" DUE
Week 10 10/26	Ch8 Write: 2- "Negative Message" Ch.9 Groups will be formed	TD: 8 Quiz 8 Write: 3- "Persuasive Message" TD: 9 Quiz 9
Week 11 11/2	HW: Read "Social Media Project" prompt Ch.6	TD: 6 Quiz 6 Work on "Social Media project"
Week 12 11/9	Social Media Project Work	First Draft of Social Media project due
Week 13 11/16	No Class	Conferences
Week 14 11/23	HW:Revise and edit "Social Media Project"	No Class
Week 15 11/30	Review for Presentations	**Presentations** Group 1 Presentation Group 2 Presentation Group 3 Presentation Group 4 Presentation
Week 16 12/7	Feedback of Presentations	Group 5 Presentation Group 6 Presentation Last Day of Instruction Prepare for Final Exam
Week 17 12/14		Final Exam - F Dec 14 7:15-9:30

PORTFOLIO 1 CONTENT

1. Job Posting
2. Cover Letter
3. Resume

PORTFOLIO 2 CONTENT (Each letter is worth 5 points)

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 (Each letter is worth 10 points)
1. Positive Message
2. Negative Message

3.   Persuasive Message