

San José State University
Linguistics and Language Development
100WB Writing Workshop (online) Sections 80--82, Fall 2018

COURSE AND CONTACT INFORMATION

Instructor: Effie Chiu
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Email (preferred contact): Effie.Chiu@sjsu.edu
Office Hours: Tuesdays 12-2 pm (online); in-person by appointment
Prerequisites: Pass GE Area A3 with a grade of C- or better; completion of Core GE; satisfaction of Writing Skills Test, and upper-division standing (60 units completed)

GE/SJSU Studies Category: Area Z – Written Communication II

COURSE FORMAT

This is an online-only course conducted through Canvas (Instructure), where students participate and submit work on their own time with attention to due dates. **At least one activity or assignment is due each week.** Between 2-3 weeks' worth of content will be up at a time (i.e., the entire semester's worth of content will not be available all at once).

To access the course, go to: <https://sjsu.instructure.com>

For Canvas-related technology issues, please contact the SJSU helpdesk by phone: 408-924-2377 or email: ecampus@sjsu.edu

Tips: [What makes a successful online student?](#)
<http://www.ion.uillinois.edu/resources/tutorials/pedagogy/studentprofile.asp>

Course Description

Instruction and practice in reading and writing activities germane to the genres of the business world: GE Area Z
Note: Must be passed with C or better to satisfy the CSU Graduation Writing Assessment requirement (GWAR).

GE Learning Outcomes (GELOs)

Students shall produce writing that demonstrates college-level proficiency; through completion of LLD 100WB, students shall be able to:

1. produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression;
2. analyze, explain, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse;
3. organize and develop essays and documents for both professional and general audiences;
4. organize and develop essays and documents according to appropriate editorial and citation standards;
5. locate, synthesize, and organize information effectively to accomplish a specific purpose, and to communicate that purpose in writing.

Course Learning Outcomes (CLOs):

Students shall be able to:

- a. Define the different purposes of business writing, and develop an awareness of target and potential audiences;
- b. Plan, write, complete, and critique audience-specific business documents such as memos, letters, electronic messages, and a research report using APA citation style;
- c. Employ advanced research strategies and incorporate information effectively;
- d. Communicate and collaborate appropriately and effectively in an online environment;
- e. e. Create an effective job search strategy, application letter, and résumé.

Required Text

Bovée and Thill's **custom version** of *Business Communication Today* (14thed.)

Option 1: e-Book (\$33.90) Purchase directly through Pearson at <https://collections.pearsoned.com/purchaseebook/#1323717250> (click on the "Purchase" button)

Option 2: Custom print version (ISBN #: 9781323720523)

Purchase at Spartan Bookstore: **New \$78.40** **Used \$58.80**

*You will NOT need to purchase MyBCommLab for either version of the text you choose.

**All other course materials will be provided and linked on Canvas.

COURSE REQUIREMENTS AND ASSIGNMENTS

Taking an online course requires familiarity with the technology and an ability to self-direct and plan ahead. Weekly announcements will be posted to keep everyone on track. Please also use the schedule (at the end of this syllabus) to plan out coursework. **A class week is defined as the period of time between Monday and Friday.** All assignments are submitted through Canvas. **Upload or post your work by 11:59 pm on the due dates.**

As per University Policy S16-9 <http://www.sjsu.edu/senate/docs/S16-9.pdf> :

“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...”

Assignments	Total Points (%)	Learning Outcomes (GELOs + CLOs)	Approximate word count
Syllabus Quiz	1		0
Canvas Profile (Professional Bio)	2	GELO 1 CLOs a, d	100
Discussion Posts (response to course concepts) • 4 total – 5 pts. each	20	GELOs 1, 2, 5 CLOs a, b, d	2000
Application Letter + Résumé • first draft + peer review (4 pts.) • final draft (6 pts.)	10	GELOs 1, 3, 5 CLOs a, b, d, e	500 (includes peer feedback)
Persuasive Message • first draft + peer review (6 pts.) • final draft (6 pts.)	12	GELOs 1-5 CLOs a-d	500+ (includes peer feedback)
Midterm Evaluation • Open-book multiple choice • Short analysis of business communications	10	GELOs 1-5 CLOs a, c, d	800+
Analytical Report (Group Project) • work plan (10 pts.) • first draft (10 pts.) • final draft (14 pts.) • group member evaluations (1 pt.)	35	GELOs 1-5 CLOs a-d	3000
Final Evaluation • Short message + analysis	10	GELOs 1-5 CLOs a, c, d	800+
Total	100		≈ 8,000

Discussion Posts (4 total)

Students will respond to a total of four discussion board posts throughout the semester, based on weekly readings and concepts. Discussion posts check students’ understanding and application of course content, and provide opportunities for classmates to interact online.

Late Assignments

Failure to submit assignments and/or *time-sensitive discussion posts* by their due dates could affect your grade. **You should still submit an assignment past the due date for partial credit, which will be individually determined by the degree of lateness and quality of work.** Emergencies should be communicated and documented – email me as early as possible about any issue you may be experiencing.

File Submission Format

Assignments should be submitted in Word (.docx or.doc), or PDF files only.

Feedback on Assignments

In general, I will finish commenting on and grading assignments **a few days and up to 2 weeks after submission** (depending on length of the assignment). Please read and consider my feedback. Contact me for clarifications or questions you may have regarding my comments. This will help you perform better in future assignments.

Final Evaluation

Our class will not meet in person for a final exam. The final evaluation assignment (a written response + short analysis) will be due online during finals period, between **12/12—12/14**. Approximate time to complete will be around 2 hours.

Grading Information

Students will be evaluated on course participation and assignment submissions. Detailed assignment guidelines and rubrics will be provided. The total points earned will reflect the total percentage (100 points = 100%). The table below shows how percentages correspond to letter grades. **This course must be passed with a C or better as a graduation requirement. This class is not graded on a curve and there are no “Incompletes” granted.**

A	100% to 94%	A-	< 94% to 90%
B+	< 90% to 87%	B	< 87% to 84%
B-	< 84% to 80%	C+	< 80% to 77%
C	< 77% to 74%	C-	< 74% to 70%
D+	< 70% to 67%	D	< 67% to 64%
D-	< 64% to 61%	F	< 61% to 0%

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/>

100WB STUDENT RESOURCES

SJSU Library

To get started, go here: **King Library Online Students' Guide** <https://libguides.sjsu.edu/c.php?g=230149>

Also see the Business Libguide <https://libguides.sjsu.edu/business?hs=a> or Accounting Libguide <https://libguides.sjsu.edu/accounting>

For research inquiries, please contact **Christa Bailey**: https://libguides.sjsu.edu/prf.php?account_id=86162
You will need to use library resources for certain assignments. To access articles from the library databases,

you need an activated SJSU library account. Here is more information on how to access library resources from off campus: <https://library.sjsu.edu/access-library-campus/access-library-campus>

SJSU Writing Center

Visit the Writing Center homepage <http://www.sjsu.edu/writingcenter/> for links to resources, tutoring information, and to make an appointment with a Writing Specialist.

SJSU College of Business Jack Holland Student Success Center

Please visit this CoB page <http://www.sjsu.edu/lcobssc/tutoring/index.html> for information about on-site tutoring for students.

SJSU Career Center

Please visit the SJSU Career Center online <http://www.sjsu.edu/careercenter/> for student resources such as job and internship information, résumé tips, interview preparation, and more.

COURSE SCHEDULE

Assignments need to be **posted or uploaded by 11:59 pm on due dates** – the schedule below shows you week-by-week due dates; detailed guidelines will be posted on Canvas.

B&T = Bovée and Thill text **DP** = Discussion Post

<i>Weeks</i>	<i>Topics/B&T Chapters</i>	<i>Assignments</i>
Week 1 8/21 Tues.	Start of fall semester – review the syllabus in detail and purchase the B&T text; log into Canvas and get oriented – the first two assignments (Syllabus Quiz + Canvas Profile) are due by Friday, 8/24	
Week 2 8/27	B&T Ch. 4 “Planning Business Messages” *Audience + Purpose *Direct vs. Indirect approach	<ul style="list-style-type: none"> • DP #1 due by Fri. 8/31
Week 3 9/3	B&T Ch. 5 “Writing Business Messages” *Overcoming Bias in Language *Style/Tone	<ul style="list-style-type: none"> • DP #2 due by Fri. 9/7
Week 4 9/10	B&T Ch. 6 “Completing Business Messages” *Editing for Conciseness *Format & Layout *Career Writing	<ul style="list-style-type: none"> • Application letter + résumé (first drafts) uploaded by Wed. 9/12 • Assigned peer review done by Sun. 9/16
Week 5 9/17	B&T Ch. 10 “Writing Routine & Positive Messages” *Requests/Short Messages/Email	<ul style="list-style-type: none"> • Application letter + résumé (final drafts) due by Fri. 9/21 (revised from peer + any instructor feedback)

<i>Weeks</i>	<i>Topics/B&T Chapters</i>	<i>Assignments</i>
Week 6 9/24	B&T Ch. 12 “Writing Persuasive Messages”	<ul style="list-style-type: none"> • Persuasive Message first draft uploaded by Wed. 9/26 • Assigned peer review done by Sun. 9/30
Week 7 10/1	*Academic Integrity and Using Turnitin	<ul style="list-style-type: none"> • Persuasive Message final draft due by Fri. 10/5
Week 8 10/8	*Mid-term evaluation (open-book multiple choice + short analysis)	<ul style="list-style-type: none"> • Mid-term due by Fri. 10/12
Week 9 10/15	B&T Ch. 14 “Planning Reports and Proposals” *Library resources	<ul style="list-style-type: none"> • Get to know your assigned group members and establish contact for the Analytical Report (AR)
Week 10 10/22	B&T Ch. 15 “Writing and Completing Reports...” *Report formatting + APA style	<ul style="list-style-type: none"> • DP #3 due by Wed. 10/24
Week 11 10/29	*Analytical Report (AR)	<ul style="list-style-type: none"> • AR work plan due by Fri. 11/2
Week 12 11/5	*AR continued	<ul style="list-style-type: none"> • Begin the AR first draft – instructor feedback on the work plan available by the end of the week
Week 13 11/12	*AR cont.	<ul style="list-style-type: none"> • AR first draft due by Fri. 11/16
Week 14 11/19	*AR cont. * <i>Happy Thanksgiving</i>	<ul style="list-style-type: none"> • Revise and refine the AR based on instructor feedback
Week 15 11/26	*AR finale	<ul style="list-style-type: none"> • AR final draft due by Wed. 11/28 • AR group member evaluations due by Fri. 11/30
Week 16 12/3	* Course wrap-up	<ul style="list-style-type: none"> • DP #4 due by Fri. 12/7
Week 17 12/10	Final evaluation assignment due between 12/12-12/14 online <ul style="list-style-type: none"> • Short message + analysis (approximate time: 2 hours to finish) • <i>Happy Winter Break</i> 	