**San Jose State University
Department of Linguistics and Language
Development
Online LLD 100WB-83**

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I am available only during business hours (9-5 pm) to answer your emails.

Emails received after these hours will be responded to the next business day.

Course Description

Instruction and practice in reading, discussing, and writing about issues germane to the student's major field of study. Prerequisites: completion of English1B with a C or better, completion of core GE, satisfaction of the Writing Skills Test, and upper division standing. ABC/NC. 3 units.

SJSU Studies

Courses to meet Areas R, S, and V of SJSU Studies must be taken from three different departments, or distinct academic 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.

Course Requirements and Textbooks

1. Bovee, C.L. & Thill, J.V. (2014). *Business Communication Essentials*. 7th edition. Upper Saddle River, NJ: Pearson/Prentice Hall. (ISBN-: 0-13-389678-1 • ISBN-13: 978-0-13-389678-7
2. **The Business Writer's Handbook, 10th Edition-** Bedford/St.Martin's, ISBN:0312679432 (recommended)
3. A current and fast Internet connection like DSL, Cable, or FIOS in order to access websites and Canvas
4. An activated SJSU library account

Instructional Delivery Format

The Canvas learning management system provides a set of instructional tools to facilitate learning, communication, and collaboration between an instructor and students that will most often be asynchronous in nature. Regarding Canvas-related problems, you may get assistance by contacting the Canvas help desk by <u>email</u> or by phone (924-2377) during normal working hours.

Student Responsibilities

1. **Dropping and Adding:** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's <u>Catalog Policies</u> section at http://info.sjsu.edu/static/catalog/policies.html. Add/drop deadlines can be found on the current academic calendar web page located at http://www.sjsu.edu/academic_programs/calendars/academic_calendar/. The <u>Late Drop Policy</u> is available at http://www.sjsu.edu/aars/policies/latedrops/policy/**.** Students should be aware of the current deadlines and penalties for dropping classes.

   Information about the latest changes and news is available at the <u>Advising Hub</u> at http://www.sjsu.edu/advising/.

2. **Online Participation Policy:** Online participation is required throughout the course. Read the assigned texts (readings and exercises/practices at the end of each chapter) each week. Login to the course at least twice a week, and complete scheduled assignments (reading, discussions, written assignments, and assessments). Students should observe conventions of online netiquette when communicating online. Check your Canvas e-mails regularly, a minimum of twice a week for handouts, assignments, announcements, and changes to the class schedule.

3. **Assignments:** Complete all written assignments in professional standards that prevail in the working world, such as promptness, neat appearance, and correct mechanics.

   Promptness: You will be given exact due dates and times to submit your homework assignments. I will not accept excuses for turning in late assignments because of technical problems. While technical problems do occur, they are usually not valid reasons for failing to submit work on time. Students are responsible for allocating enough time to complete homework and are responsible to get up to speed on computer technologies and applications that are unfamiliar to you.

   Failure to turn in assignments by the due date, or timely participation in online discussions may result

in the student failing the course. Emergencies should be communicated and documented to the instructor as soon as possible, and before the due date.

All assignments must be submitted through Canvas. A class week is defined as the period of time between Sunday and Sunday. For all assignments, the due date is Sunday night at 11:59PM (see Canvas for exact due dates). Homework feedback will be given electronically through Canvas. Late submissions are not accepted without a doctors not or proof of emergency.

Format: All work should be typed, using appropriate format – standard margins and spacing. In general, letters and memos should be single-spaced with a blank line between paragraphs in 11 or 12-point Times New Roman. Your assignment should be saved in MS Word (.doc, .docx) other formats (e.g., .pages) are not accepted.

Citing Sources: All sources used in your formal research writing assignments should be cited using APA citation.

Mechanics: Errors in spelling or grammar will affect the effectiveness of communications. My grading will reflect the seriousness with which these matters are often viewed in the working world. Students are assumed to have a good understanding of basic business English grammar rules. These will not be covered extensively in class. Students who need special assistance with any of these skills should seek extra help. See Tutoring Resources information below.

Back-up Copies: Save backup copies of your work on your hard drive. Technological reasons, such as computer crashes, or problems with Internet access, are unacceptable reasons for late work. Keep in mind, this is an online class and you must have a reliable Internet access.

Feedback for Assignments: After completing your assignments, **be sure to read my feedback.** This will help you perform better on your future assignments.

4. **Study Procedures:** Unlike an on-campus course, an online course obviously offers you more flexibility, but you should approach such a course in a systematic well-organized fashion. The key is to establish a regular work schedule and guard it, if possible, and treat your schedule just as you would treat the regularly scheduled classroom hours in the usual on-campus course. You're advised to:
   • Read the assigned materials before you begin work on specific assignments (e.g., assessments, discussions, and writing assignments)
   • After reading a chapter, review the key concepts and test yourself to see if you understand the concepts by doing some exercises at the end of the chapter.
   • Begin work on your writing assignments only after you have read all the assigned readings. You may need to consult other chapters/Appendices in addition to the assigned chapter.

5. **Conferences:** Students who have difficulties in the course are encouraged to contact me as early in the semester as possible for discussion. Take the initiative to see me when you have questions about an assignment or writing problems, want to resolve differences about grades, or suggest ways to improve the course.

Evaluation System

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.

Grading Scale:

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**

Note: *Final grades for the course are absolute. As an example, a 79.9% is recorded as 79% (C+) and will not be rounded up. In order to receive general education credit for LLD100WB, you must earn a C or higher.*

Student Resources
1.   **SJSU Writing Center:** The SJSU Writing Center is located in Suite 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges.
     Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center staff can be found at http://www.sjsu.edu/writingcenter/about/staff/.

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.

4.   **Library Liaison:**
Toby Matoush: Phone: (408) 808-2096 Email: Toby.Matoush@sjsu.edu
100WB assigned librarian: Diana Wu   diana.wu@sjsu.edu

Please visit this Library Libguide to get started: http://libguides.sjsu.edu/gettingstarted

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

For assistance in the library go to the King Library Reference Desk (2nd floor; tel: 808-2100) and/or utilize the SJSU Subject Guides (LibGuides).

University Policies
1. **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.

2. **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 Disability Resource Center (DRC) at http://www.drc.sjsu.edu/ to establish a record of their disability.

3. **Credit hours**
    Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours per 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, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

Course Requirements, Evaluation and Grading

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	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)

Career Research Project	25%	1,2,3,4,5,7,8,10	5,6	2300

Your grade is cumulative. There is no Final exam for this class. Keep track of your grade.

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.
- Are the purpose and main idea of the document clear?
- Has the document been organized to be compatible with the purpose and audience?
- 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?

SCHEDULE (Tentative: You will be notified of any changes ahead of time)

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 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.**

Thread Discussion=TD

Check Canvas for the due date of each assignment.

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
 (Each letter is worth 5 points. No revisions allowed)

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)

If you fail to meet the required word count on the assignments, you will lose 20% of the grade for that assignment.