

San José State University
Department of Linguistics and Language Development
LLD 100WB-8: 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 11am-1pm or by appointment
Class Days/Time:	Online
Classroom:	Canvas Web Page https://sjsu.instructure.com/courses/1264188

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.

Student Learning Objectives

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

1. Refine the competencies established in Written Communication 1A and 1B.
2. Express (explain, analyze, synthesize, develop and criticize) ideas effectively, including ideas encountered in multiple readings and expressed in different business communication contexts.
3. Organize and develop documents for diverse audiences, both professional and general, employing appropriate editorial standards for grammar, spelling, and register as well as for citation of primary and secondary sources.
4. Consider the purpose of communication, identify audience and analyze situations to develop effective written and verbal communications.
5. Recognize, select, and use the basic activities of the writing process: planning, organizing, drafting, revising, editing, producing, and peer reviewing.
6. Observe appropriate conventions and formats to enhance content and present information in effective design.
7. Proofread and edit writing to improve clarity, accuracy, and effectiveness.
8. Understand the effects of technology, group dynamics and ethics on the communication process.
9. Improve intercultural sensitivity, cross-cultural and interpersonal communication skills by recognizing cultural diversity and accommodating different types of cultural differences, e.g., contextual, ethical, social, nonverbal, age, and gender.
10. Examine, understand and apply business communication processes and strategies in virtual environment.

Competencies

On completion of this course, students are expected to be able to:

1. Create an effective job search strategy, resume and cover letter.

2. Write a formal business report using APA format.
3. Critique and revise ineffective business documents.
4. Write effective and audience-appropriate business documents, including letters, memos, electronic messages, and information research report.
5. Communicate and collaborate in one-on-one, small groups, and large group situations online.

Course Requirements and Textbooks

1. Business Communication Essentials, Student Value Edition Plus MyBCommLab with Pearson eText -- Access Card Package | Edition: 7 Courtland V. Bovee, John V. Thill ISBN: 9780134088860 Prentice Hall
Student Price \$143.50
2. **The Business Writer's Handbook, 10th Edition-** Bedford/St.Martin's, ISBN:0312679432 (recommended)
3. **CANVAS:** <https://sjsu.instructure.com/courses/1245467>
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 helpdesk by email or by phone (924-2377) during normal working hours.

Contact

The best way to reach me is via CANVAS email.

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 Catalog Policies 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 Late Drop Policy 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 Advising Hub 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 etiquette 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.

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.

Online Assessments:

Quiz 1-10: There will be 10 quizzes to assess students' understanding of the readings and class materials.

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. Some assignments (excluding quizzes or online discussions) allow late submission up to 3 calendar days late, and the late papers will be docked 25% of the possible points. A class week is defined as the period of time between Monday-Friday. For all assignments, the due date is on canvas and deadline is at 11:59PM (see greensheet and Canvas for exact due dates). Papers more than 3 days late will not be accepted except in the case of emergency situations, with my prior approval. Homework feedback will be given electronically through Canvas.

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 (Arial, or Tahoma). Your assignment should be saved in MS Word (.doc, .docx) or PDF; 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 can 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, floppy disks or CDs. Technological reasons, such as computer crashes, or problems with Internet access, are unacceptable reasons for late work.

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. **Final Exam:** Final exam must be taken on the date and time assigned using Canvas.
6. **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.

- 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.

Grading Scale:

94-100%	A	87-89.9%	B+	77-79.9%	C+	67-69.9%	D+
90-93.9%	A-	84-86.9%	B	74-76.9%	C	64-66.9%	D
		80-83.9%	B-	70-73.9%	C-	60-63.9%	D-
						<59.9%	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. Extra credit will help you earn additional points to prevent this situation.

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:** 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). For major research consultations contact Liaison Librarian Bernice Redfern at bernice.redfern@sjsu.edu.

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 AEC (Accessible Education Center) aec-info@sjsu.edu or call 408-924-600 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

Assignment/Activities	Weight	Learning Objectives	Competencies	Min Words
Quizzes (14 quizzes)	10%	2,4,8,9,10	4	
Discussion Thread Assignments (14)	5%	4,8,9,10	6	1,400 (100 min.)
Introduction Letter	5%	1,2,3,4,5,7,8,10	5,6	300
• Portfolio 1	10%	1,2,3,4,5,7,8,10	5,6	600
• Portfolio 2	15%	1,2,3,4,5,7,8,10	5,6	(300x7) 2100
• Portfolio 3	10%	1,2,3,4,5,6,7,8,9	5,6	(300x3) 900
Career Research Project	20%	1,2,3,4,5,6,7,8,9	5,6	2600
Social Media Report	20	1,2,3,4,5,6,7,8,9	5,6	800+(Each member)
Final Exam	10%	1,2,3,4,5,6,7	4, 5	600-700

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 T/TH (Tentative: You will be notified of any changes ahead of time)

Thread Discussion=TD

Check Canvas for the due date of each assignment. Portfolio Due dates are indicated in the schedule.

Week	Tuesday	Thursday
Week 1		Course introduction Introduction Letter Assignment HW: Read Ch.1 and Ch2
Week 2	TD:1 and 2 Quiz:1 and 2 Due: Introduction Letter Assignment	Ch.3 Th:3 Quiz 3
Week3	Ch.4 Th:4 Quiz 4	Ch.5 Th:5 Quiz 5
Week4	Ch. 12	TD:12 Quiz 12 HW: Find a Job Posting to your liking; upload to canvas (word.doc or .doxs) *Job posting must be within the Business profession, eg. Marketing , HR, Accounting and etc.
Week 5	Ch.13 HW: Resume’ and cover letter Analyze Job description matching to resume’ and cover letter	TD:13 Quiz 13 Resume and Cover letter due (Portfolio 1)
Week 6	CH.14 Portfolio 2 Begins Write : 1- “Thank-You Message”	TD:14 Quiz 14 Write: 2- “Message of Inquiry”
Week 7	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	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	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	Ch8 Write: 2- “Negative Message”	TD: 8 Quiz 8 Write: 3- “Persuasive Message”
Week 11	Ch.9 Groups will be formed	TD: 9 Quiz 9 HW: Read “Social Media Project” prompt
Week 12	Ch.6	TD: 6 Quiz 6
Week 13	Work on “Social Media project”	First Draft of Social Media project due HW:Revise and edit “Social Media Project” Get ready for Presentations
Week 14	Room For Presentations TBA Group 1 Presentation Group 2 Presentation	Group 3 Presentation Group 4 Presentation Group 5 Presentation
Week 15	Prepare for Final	Prepare for Final exam

PORTFOLIO 1 CONTENT

1. Resume
2. Cover Letter
3. Print of the Job Posting

PORTFOLIO 2 CONTENT

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

1. Positive Message
2. Negative Message
3. Persuasive Message

(Each letter is worth 10 points)