### Required texts & supplies
- **CR**: Course Reader available at Maple Press or online in PDF on instructor’s website
- **TLE**: *The Literate Executive*. Rozakis, Laurie (free online via www.sjlibrary.org)
- College-level dictionary
- Lined binder paper for in-class writing.
- Blue or black pens for in-class writing and green, purple, or red pens for editing
- Internet access and email

### Recommended texts
- **Cliffs**: *Notes: Writing: Grammar, Usage, and Style* (CliffsQuickReview) ISBN: 0764563939
  This book is only $10 and contains great information. If you kept your grammar text from English 1A/B, you can use that.

### Course Description and Objectives
Business Communication is a participatory core business course designed to teach you advanced written and oral communication skills. You will use practical and analytical approaches to develop and present content appropriate to a variety of typical business situations. This course will help you:

- Understand the role of communication in business.
- Learn how to define a clear sense of purpose and audience to guide you toward an appropriate communication strategy and tone.
- Develop editing and revising skills for effectiveness.
- Present ideas confidently, be understood, and use communications to solve business problems and achieve professional success.

The best method for strengthening your communication skills is through extensive practice, critical feedback, and detailed revision. Class time combines lecture, discussion, workshops, exercises, in-class writing, peer editing/evaluation sessions, and individual and group presentations.

### Course Prerequisites
English 1A and 1B or equivalent. Completion of lower division business pool. Junior standing. Passing score on Writing Skills Test (WST). You must show proof before adding the class.

### Grading
<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Research paper and deliverables</td>
<td>30%</td>
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<tr>
<td>Quizzes, writing assignments, workshops</td>
<td>55%</td>
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<tr>
<td>Final Exam</td>
<td>15%</td>
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Plagiarism
Plagiarism means passing someone else’s work off as your own, such as:
- using text from a book and not citing it as such
- using web page text directly in your papers without citing
- having someone else write all or part of your paper.
Any assignment containing plagiarized passages will receive a 0 grade automatically. We will discuss strategies on avoiding plagiarism, in class.

Plagiarism and cheating will not be tolerated.

Turnitin.com
You must submit all out-of-class papers at http://www.turnitin.com to identify possible sources of plagiarism. To set up an account, you need the following information:

Class ID:
1320263   section 25
1320264   section 26
Enrollment password: sjsu

Be sure to read the university’s Academic Dishonesty policy at:
http://www.drc.sjsu.edu/about/policies_guidelines/ AcademicDishonestyPolicy.pdf

Grading Policy
I will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs.

The Department of Business reaffirms its commitment to the differential grading scale as defined in the SJSU Catalog (“The Grading System”). Grades issued must represent a full range of student performance: A = excellent; B = above average; C = average; D = below average; F = failure.

Note: Business 100W is an A/B/C/No Credit course, but individual papers will be graded on the A-F scale. Any student with a final grade below a C will not receive credit for the course. The C- grade does not exist.

Academic Standards for Assessment
The “A” paper will be well organized and well developed, demonstrating a clear understanding and fulfillment of the assignment. It will show the student’s ability to use language effectively and to construct sentences distinguished by syntactic complexity and variety. Such papers will be essentially free of grammatical, mechanical, and usage errors.

The “B” paper will demonstrate competence in the same categories as the “A” paper. The chief difference is that the “B” paper will show some slight weakness in one of those categories. It may slight one of the assigned tasks, show less facility of expression, or contain some minor grammatical, mechanical, or usage flaws.

The “C” paper will complete all tasks set by the assignment, but show weaknesses in fundamentals, usually development, with barely enough specific information to illustrate the experience or support
generalizations. The sentence construction may be less mature, and the use of language less effective and correct than the “B” paper.

The “D” paper will neglect one of the assigned tasks and be noticeably superficial in its treatment of the assignment—that is, too simplistic or too short. The paper may reveal some problems in development, with insufficient specific information to illustrate the experience or support generalizations. It will contain grammatical, mechanical, and/or usage errors that are serious and/or frequent enough to interfere substantially with the writer’s ability to communicate.

The “F” paper will demonstrate a striking underdevelopment of ideas and insufficient or unfocused organization. It will contain serious grammatical, mechanical, and usage errors that render some sentences incomprehensible.

**Extra Credit**
Opportunities for extra credit might be announced in class.

**Disabled Student Services**
Students who require assistance due to a disability should contact the Disability Resource Center (Admin 110) at 408-924-6000 or 408-924-5990 TTY as soon as possible. You should also contact me and let me know what special accommodations may be necessary in the classroom.

**Course Schedule**

**W 8.24.05**
Class: Introductions, course overview, email etiquette.
Homework: Email instructor your professional introduction. What is your major, your current class load, your work situation, your 3-year plan?
        Buy text. Buy course reader (available at Maple press) or print from PDF at http://www.sjsu.edu/faculty/harrison/bus100w
        Get library card

**M 8.29.05**
Class: **Email introduction DUE**
Rewriting assessment
The 7 Cs of Communication, “You” attitude
Homework: CR: “What you should already know” and “editing marks”
        WTTT: 1-10
        BWC: Proofreader’s marks (last page), skim “documenting sources” pg 44-58, “You” attitude pg 288

**W 8.31.05**
Class: Style guides, format and structure of formal and informal reports.
Homework: Grammar quiz in WTTT pg 217-235.
        Email Kelly your results by Wednesday 9/7.

**M 9.5.05**
NO CLASS—LABOR DAY:
W 9.7.05
Class: Email re: grammar DUE
Formats for letters, rewriting a letter in CR, fax cover letters
Homework:   ✓ Vocabulary numbers ending with 0 (10, 20…)
   ✓ WTTT: Steps 1-2, pg 11-30
   ✓ BWC “readers” pg 30-31, “revision” pg 31-32

M 9.12.05
Class: Noon class meet in library room 219 for Diane Wu’s presentation
Resume skills
Homework:   ✓ BWC pg 217-35 on resumes

W 9.14.05
Class: 10:30 class meet in library room 219 for Diane Wu’s presentation
Resume skills
Homework:   ✓ Refine your resume
   ✓ Vocabulary numbers ending with 1 (1, 11, 21…)
   ✓ Review your resume at the Career Center careercenter.sjsu.edu
   ✓ WTTT: Step 3, pg 31-42

M 9.19.05
Class: Resume draft DUE, bring 2 copies to class
Cover letters
Homework:   ✓ Find a job and write a cover letter as if you were applying
   ✓ BWC: “trip reports” pg 101-2, “application letters” pg 206-11,

W 9.21.05
Class: Cover letter DUE, bring 2 copies to class
Resume final version DUE
Trip reports
Homework:   ✓ Vocabulary numbers ending with 2 (2, 12, 22…)
   ✓ Consider 1-3 topics for your research paper
   ✓ TLE: Chapter 6, “Business Style” and Chapter 8 “Intercultural Communication”
   ✓ BWC: “global communications” pg 10-12

M 9.26.05
Class: Project topic DUE in memo format including style guide you plan to use
Global English, revision
Homework:   ✓ WTTT: Step 4, pg 43-58

W 9.28.05
Class: Buzzword bingo
Homework:   ✓ Vocabulary numbers ending with 3 (3, 13, 23…)
   ✓ WTTT: Steps 5-6, pg 59-116
   ✓ CR: Elevator speeches
M 10.3.05  
Class: Elevator speeches  
Homework: ☐ Write elevator speech

W 10.5.05  
Class: Elevator speech DUE  
Homework: ☐ Vocabulary numbers ending with 4 (4, 14, 24…)  
☐ Outline for report  
☐ BWC: “outlines” pg 17-19, “paragraphs” pg 20-22  
☐ WTTT: Minutes, pg 203-6

M 10.10.05  
Class: Outline of project report DUE, bring 2 copies to class  
Agendas and meeting minutes  
Homework: ☐ Write minutes for in-class meeting  
☐ CR: Bureaucratese

W 10.12.05  
Class: Complaint letters  
Homework: ☐ Vocabulary numbers ending with 5 (5, 15, 25…)  
☐ Write introduction to your report  
☐ Bring to class one business article or paragraph from a business text that is over 100 words long.

M 10.17.05  
Class: Introduction for report DUE, 2 copies  
Readability scores in WTTT  
Logical fallacies  
Homework: ☐ BWC: “quotations” and “research” pg 62-75

W 10.19.05  
Class: Annual reports and the prospectus  
Homework: Vocabulary numbers ending with 6 (6, 16, 26…)  
Find an annual report or prospectus and bring it to class

M 10.24.05  
Class: Bibliography for report DUE  
Group review of annual reports  
Memo on findings  
Homework: ☐ CR: School Board letter  
☐ WTTT: pg 207-13

W 10.26.05  
Class: Reply letter: School Board  
Homework: ☐ Vocabulary numbers ending with 7 (7, 17, 27…)  
☐ Find 2-3 articles on a related business topic for article review
M 10.31.05
Class: Advertising analysis
Article review, 3-pg summary and analysis
Logic review
HAPPY HALLOWEEN

W 11.2.05
Class: Article review DUE
Group grammar presentations
Homework:  Vocabulary numbers ending with 8 (8, 18, 28…)
          BWC: “progress and activity reports” pg 88-91

M 11.7.05
Class: Status of your report DUE in memo format
Interviewing and hiring process
Homework:  BWC: “interviewing for a job” pg 211-14

W 11.9.05
Class: Employee evaluations and reviews
CR: employee evaluation form
Homework:  Vocabulary numbers ending with 9 (9, 19, 29…)
          Write a performance review of your manager or a professor

M 11.14.05
Class: Business processes and procedures
Rewrite review, changing tone
Homework:  Complete draft of report

W 11.16.05
Class: Draft of project report DUE, bring 2 copies
Homework:  WTTT: Part 2 pg 117-151

M 11.21.05
Class: Review, presentation skills, PowerPoint review
Homework:  BWC: “presentations” pg 246-55

W 11.23.05
Class: Presentation skills
Homework:  Consider the turkey

M 11.28.05
Class: Project papers DUE
Project Presentations
W 11.30.05
Class: Project Presentations

M 12.5.05
Class: Project Presentations

W 12.7.05
Class: Project Presentations. Final exam prep.
Homework: Write a letter to Kelly, due at final exam. Study for final.

FINAL EXAM:

Section 25 (10:30)    Tuesday, December 13  0945-1200
Section 26 (noon)    Thursday, December 15  0945-1200

YOU MUST ATTEND THE FINAL EXAM FOR YOUR ENROLLED SECTION

Important Dates

Monday, September 5       Labor Day observed - campus closed
Tuesday, September 6       Last day to drop or withdraw without a "W" grade
Tuesday, September 13     Schedule adjustment period ends
                           Last day to add courses
                           Instructor drop deadline
Wednesday, September 21   Enrollment Census date
Wednesday, November 2     Spring 2006 Enrollment appointments posted online
Monday, November 7        Winter 2006 registration begins (tentative)
Wednesday, November 9     Priority Registration Period begins for Spring 2006
Wednesday, November 23    Classes that start at 5:00 pm or later will not meet
Thurs-Fri, November 24-25  Thanksgiving Holiday - Campus closed
Thursday, December 8      Fall 2005 - Last day of instruction
Friday, December 9        Study/Conference Day - no classes or exams
Mon-Fri, December 12-16   Fall 2005 Final Exams
Monday, December 19       Final Exams - make-up day
Wednesday, December 21    Grades due from faculty
Wednesday, January 11     Fall 2005 grades available at https://my.sjsu.edu