

**San José State University**  
**College of Humanities and Arts**  
**Department of English and Comparative Literature**  
**English 100WB Advanced Writing for Business Majors**  
**Section 02 (Wed ID 23667) and 01 (Mon ID 23666) S21**

**Course and Contact Information**

Instructor:	Laimin Lo
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Email:	laimin.lo@sjsu.edu
Virtual Office Hours:	Fridays from 1:00 to 3:00 p.m.
Virtual Class Days/Time:	Section 02 meets Wednesdays 9:00-11:45 a.m. Section 01 meets Mondays 9:00-11:45 a.m.
Virtual Classroom:	Zoom bridge (emailed 30 minutes prior to start of class)
Prerequisites:	A grade of C or better (C- not accepted) in Area A3 (Critical Thinking and Writing), passage of Writing Skills Test (WST) or ENGL/LLD 100A with C or better (C- not accepted), upper division standing (60 units), and completion of Core GE. Student must be a business, industrial arts, industrial technology, public relations, or hospitality management major.
GE/SJSU Studies Category:	Written Communication II (Z)

**Course Format**

Course involves simulated work communication scenarios taken from actual events in corporate America. Class activities provide students with opportunities to practice communication skills necessary for success in industry and will require students to analyze communication scenarios and choose appropriate methods and messages. Students will learn about, and practice using, several communication tools which can improve the effectiveness of both their written and oral communication. Class time will be divided between in-class simulation activities, analyzing and editing assignments, and interactive lectures. **Success in this class requires perfect attendance and completion of ALL assignments with maximum effort.**

**Canvas**

All course materials such as assignment instructions, resources, etc. can be found on [Canvas Learning Management System course login website](#) at <http://sjsu.instructure.com>. Students are responsible for regularly checking with the messaging system through [MySJSU](#) on [Spartan App Portal](#) <http://one.sjsu.edu> and reading instructor emails.

**Course Description**

This hands-ons course is designed to simulate actual business communication scenarios (oral and written) that are encountered by business professionals daily during the course of their careers. Assignments will enable students to practice and immediately apply both practical and theoretical aspects of organizational communication directly in real-life work situations and in other courses at SJSU. Communication mechanics

and style (practical), and the appropriateness of messages and methods based on specific organizational situations (theoretical) will be emphasized.

### **Course Goals (Optional)**

To give students the opportunity to develop advanced proficiency in college-level writing and appropriate contemporary research strategies and methodologies to communicate effectively to both specialized and general audiences. English 100WB (Written Communication II) will reinforce and advance the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses. Upon completion of this course, students are expected to . . .

#### **A. Apply the mechanics of effective communication by demonstrating the ability to**

1. Communicate to an individual or group from all levels of management in written and oral formats.
2. Observe standard principles of grammar, punctuation, spelling and writing style (Associated Press) either by memorization and/or through the use of resources.
3. Recognize the importance of clear, concise, coherent, concrete, complete, correct, courteous, convincing and timely communication in various corporate settings.
4. Identify and articulate the “take-away” message in every communication.
5. Recognize the appropriateness of various communication vehicles available in companies today.
6. Demonstrate an ability to format, compose, and revise a variety of written documents.

#### **B. Apply theoretical analysis to make communication decisions by demonstrating the ability to**

1. Develop a communication strategy based upon organizational needs, constraints, and audience type or segment.
2. Learn the art of “crafting” messages.
3. Analyze an audience and compile appropriate communication options to increase receptiveness.
4. Be an effective communicator during a variety of work situations: executive briefings, formal presentations (using PPT, Google, etc.), elevator pitches, email, instant messaging, meetings, impromptu speeches, change management, business reports or proposals, etc.
5. Evaluate and critique various communication behaviors for “effectiveness.”

#### **C. Assumptions**

1. Improving communication skills will benefit you in every aspect of your life and not merely in the corporate setting. Every individual can improve his or her communication skills, and the ability to communicate well, increases with practice.
2. Effective communicators are attentive to both practical and theoretical elements of organizational situations and they appropriately “craft” their message, depending upon the audience, situation, and data.
3. Finally, students learn best when the topic is practical, and the learning environment is engaging, challenging, safe, and fun.

### **Student Learning Outcomes (SLOs)**

**SLO 1:** Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression

**SLO 2:** Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse

**SLO 3:** Organize and develop written assignments and business documents for both professional and general audiences

**SLO 4:** Organize and develop written assignments and business documents according to appropriate editorial and citation standards

**SLO 5:** Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

## **Textbooks and Materials**

### **Required:**

1. *Excellence in Business Communication* by John V. Thill and Courtland L. Bovee, Pearson, 13th edition
2. Reliable and strong internet connectivity

**Optional:** *2018 Associated Press Stylebook* by Associated Press. ISBN-13: 978-0917360671 **and** any grammar usage reference from English 1A/1B such as *The Everyday Writer* by Andrea A. Lunsford (any recent edition)

## **Library Liaison**

Ms. Jane Dodge (408-808-2321; jane.dodge@sjsu.edu; Libguide at <http://libguides.sjsu.edu/profile/christabailey>) is your reference librarian. Bookmark the King Library website (<http://library.sjsu.edu/>) and SJSU Research Guides (<http://libguides.sjsu.edu/content.php?pid=59467&hs=a>) as resources. If Ms. Dodge is not available, use the Ask A Librarian feature (<http://library.sjsu.edu/ask-librarian-0>) to chat with an on-call reference librarian even when the library is closed. For immediate assistance with any research related question, call 1-408-808-2100 during business hours.

## **Course Requirements and Assignments**

All assignments will be submitted via Google Docs. Descriptions, instructions, point values, and due dates of assignments, quizzes, exams, and extra credit are located in Canvas. 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 preparing and studying course related material. A midterm covering the first half of the semester and final exam covering the latter half of the semester will be administered. Visit SJSU calendar page at <http://www.sjsu.edu/calendars/index.html> for latest updates on final exam schedules.

## **Grading Information**

The English Department reaffirms its commitment to the differential grading scale as defined by the SJSU Catalog (Grades-Letter Grading). Grades issued must represent a full range of student performance: A+/A/A- = excellent; B+/B/B- = above average; C+/C/C- = average; D+/D/D- = below average; F = failure. Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a + or - grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

Instructors 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 content (paragraphs). Thoughtful responses with an attention to detail exemplify excellence.

**The “A” assignment** exemplifies the 7 Cs of communication and showcases creativity, out-of-boxing thinking, and the ability to view assignment instructions as design constraints. Content is fully developed with interesting details, lively vocabulary, syntactic complexity, graceful transitions, and a clear take-home message. Assignment appeals to the reader, looks professionally produced, and is virtually free of mechanical errors.

**The “B” assignment** develops ideas and supports them with vivid, specific examples, but it may lack the sentence variety, graceful transitional phrases, a clear take-home message, or technically astute content characteristic of an “A” assignment. The “B” assignment may contain minor grammatical or mechanical flaws; however, it demonstrates overall business communication competence.

**The “C” assignment** is logically organized, but usually general, bland, and unpolished. The content need controlling ideas and specific examples. The vocabulary and syntactical complexity are less mature, making the assignment less effective. The assignment may contain a distracting number of mechanical and grammatical flaws.

**The “D” assignment** is poorly organized, developed, and executed. It is generally unclear and has inappropriate or inadequate examples, is noticeably superficial and simplistic, and/or it contains serious mechanical and grammatical problems.

**The “F” assignment** is similar to the “D,” but is more consistent in mechanical errors and less logical. The assignment is generally unclear and shows little real effort.

### **Grading Scale**

<b>Excellent</b>	<b>Above Ave.</b>	<b>Satisfactory</b>	<b>Below Ave.</b>	<b>Unsatisfactory</b>
>97% A+	89-87% B+	79-77% C+	69-67% D+	59-0% F
96-93% A	86-83% B	76-73% C	66-63% D	
92-90% A-	82-80% B-	72-70% C-	62-60% D-	

### **Exam Make-up Policy**

All exam make-ups will be dealt with on a case-by-case basis. Make-ups are not offered for quizzes.

### **Late Assignments**

Late assignments will NOT be accepted unless excused by physician (private or Student Health Center). Ask the physician to email me or insert a photo of the doctor’s note in the assignment and turn it in at the next class period. Failure to do so will result in a permanent zero grade for that assignment. (Claims of illness cannot be confirmed unless verified by a private physician or the SJSU Health Center. Assignment will remain a zero without professional verification.)

### **Repeat Errors**

Papers with repeat errors or lacking in in-depth revision will receive an automatic F grade. If I write “Revise: Use more action verbs and make all bullets parallel” on your resume assignment and see the same errors on the next revision, you will receive an automatic F on that assignment. (NOTE: Repeating the same errors after it has been pointed out to you in an actual work setting will result in termination. Learning from failure and not repeating the same mistakes are important elements of success in business.)

### **Extra Credit**

Extra credit assignments may be offered during the semester; however, students are advised to place maximum effort into all regular assignments and not rely upon extra credit.

## **Determination of Grades**

This course must be passed with a C or better as an SJSU graduation requirement. Final course grade is determined by dividing the total points earned by the total points possible. *Curving* will NOT be implemented. Roughly 419 total points may be earned through the semester. (The total points possible will shift as new assignments are added or deleted from the schedule.)

The approximate breakdown is as follows: written assignments 209 points; oral presentations and simulations 70 points; participation 25 points; quizzes 60 points; midterm 20 points; and final exam 40 points.

## **Classroom Protocol**

Each class session is important. By attending every class session, you will maintain continuity from class to class. New material, assignments, or pop quizzes that do not appear on the syllabus or Canvas are often introduced during class. Perfect attendance will provide you the best opportunity to succeed in this course.

Join the Zoom classroom on time (5 to 10 minutes early) to give yourself enough buffer time in case you encounter technical difficulties. Joining early also gives you an opportunity to network with fellow classmates. Turn off mobile phones or other distracting electronic devices.

## **Recording Policy**

Common courtesy and professional etiquette dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to take pictures or make audio or video recordings in class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material. Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor-generated material from this course such as Canvas content, exam questions, lecture notes, or homework solutions without instructor consent.

## **University Policies**

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is 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/> Make sure to review these university policies and resources with students.

## **SJSU Writing Center**

The Writing Center is staffed by knowledgeable Writing Specialists who are trained to assist students to become better writers. Visit [www.sjsu.edu/writingcenter](http://www.sjsu.edu/writingcenter) to schedule a virtual 1:1 tutoring session or view the numerous homegrown handouts.

## English 100WB Fall 2020 Tentative Course Schedule

Tentative schedule is subject to change with fair notice. Visit the Schedule page on Canvas for expanded details, assignment instructions, and due dates.

**WEEK 1** Chapter 1 Achieving Success Through Effective Business Communication  
Impromptu Speech: Formal Business Introductions

**WEEK 2** Chapter 2 Mastering Team Skills and Interpersonal Communication  
Chapter 3 Communicating in a World of Diversity  
Oral Presentation: The Story of You (5 points)  
Biography (10 points) [SLO 1 and 3]  
Biography Reflection (2 points) [SLO 1]  
Mock Meetings: Video and Audio Conference Calls; Voice Messaging

**WEEK 3** Chapter 4 Planning Business Messages  
Chapter 5 Writing Business Messages  
Library Research Session  
Market Research Interview Schedule (2 points)

**WEEK 4** Chapter 6 Writing Business Messages  
Executive Brief (20 points) [SLO 1, 2, 3, 4, and 5]  
Executive Briefing: Intercultural Communication Preferences (10 points)  
Briefing Reflection (2 points) [SLO 1]  
Briefing Attendance (5 points per day)

**WEEK 5** Chapter 15 Building Careers and Writing Resumes  
Market Research (10 points) [SLO 1, 2, and 5]  
Resume\* (10 points) [SLO 1, 2, 3, and 5]  
Cover Letter\* (10 points) [SLO 1, 2, 3, and 5]  
Mock Interviews (5 points)  
Guest Speaker from Ericsson, Symantec, Cisco, Juniper, or Yahoo

**WEEK 6** Chapter 16 Applying and Interviewing for Employment  
Thank You Letter\* (10 points) [SLO 1, 3, and 5]  
Self-Evaluation (10 points) [SLO 1, 2, 3, and 5]  
Peer-Evaluation (10 points) [SLO 1, 2, 3, and 5]  
Mock Performance Evaluation (5 points)

**WEEK 7** Chapter 11 Planning Reports and Proposals

**WEEK 8** Chapter 12 Writing Reports and Proposals  
Written Proposal (10 points) [SLO 1, 2, 3, 4, and 5]  
Impromptu Speech: Elevator Pitch (10 points)

**WEEK 9** Midterm (20 points)

**WEEK 10** Chapter 13 Completing Reports and Proposals

- WEEK 11** Chapter 14 Designing and Delivering Oral and Online Presentations  
Change Management Report (30 points) [SLO 1, 2, 3, 4, and 5]  
Oral Presentations: Change Management (20 points)  
Presentation Attendance (5 points per day)
- WEEK 12** Chapter 8 Writing Routine and Positive Messages  
Recommendation Request Email (5 points) [SLO 1, 3, and 5]  
Draft Recommendation Letter (10 points) [SLO 1, 3, and 5]  
Press Release (10 points) [SLO 1, 3, and 5]
- WEEK 13** Chapter 9 Writing Negative Messages  
Recommendation Refusal Email (10 points) [SLO 1, 3, and 5]  
Suggestion Rejection Email (10 points) [SLO 1, 3, and 5]  
Crisis Communication Plan (10 points) [SLO 1, 3, and 5]  
Letter of Resignation (2 points) [SLO 1, 3, and 5]  
Negative Product Review (2 points) [SLO 1, 3, and 5]
- WEEK 14** Chapter 10 Writing Persuasive Messages  
Persuasive Blog (10 points) [SLO 1, 2, 3, 4, and 5]  
Persuasive Email Analysis (10 points) [SLO 1, 2, 3, 4, and 5]  
Impromptu Speech: Salary Negotiation (5 points)  
Impromptu Speech: Interview Closer (5 points)
- WEEK 15** Chapter 7 Crafting Messages for Electronic and Social Media  
Audio or Video Podcast or Blog (10 points) [SLO 1, 3, and 5]  
Podcast Analysis (2 points) [SLO 1, 2, 3, and 5]  
LinkedIn Profile and Branding [SLO 1, 3, and 5]  
Impromptu Speech: Productivity Tool or App Pitch (5 points)

## Free Passes

Note the expiration date and use the following coupons wisely. Do NOT duplicate. Nontransferable. Obviously, apply to higher point assignments before the 2 and 5 point assignments.

### DOG ATE MY HOMEWORK FREE PASS

Pass entitles student to turn in any homework assignment up to **ONE week late**.  
Simply attach pass to assignment and turn it in before the one-week grace period.  
Do NOT duplicate. Nontransferable. **EXPIRES ON MIDTERM DAY**.

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

### JOKER'S WILD FREE PASS

Pass entitles student to submit any homework assignment up to **ONE week late** OR  
revise an **auto-F grade** assignment. Attach pass to assignment and submit before the  
one-week grace period. No duplicates. Nontransferable. **EXPIRES ON MIDTERM DAY**.

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

### MAGIC ERASER FREE PASS

Pass entitles student to revise any **auto-F assignment**.  
Simply attach pass to assignment and submit before the one-week grace period.  
Do NOT duplicate. Nontransferable. **EXPIRES ON MIDTERM DAY**.

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_