

**San José State University  
English and Comparative Literature  
English 100WB, Written Communication: Business  
(GE Area Z), Section 11, Spring 2015**

<b>Instructor:</b>	Kelly A. Harrison
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<b>Office Hours:</b>	After class, before class by appointment
<b>Class Days/Time:</b>	Monday, 4:30-7:15
<b>Classroom:</b>	4:30-6:30 Clark 111, 6:30-7:15 SH238
<b>Prerequisites:</b>	Pass GE Area A3 with a grade of C or better (C- is not accepted); completion of Core GE; satisfaction of Writing Skills Test, and upper-division standing (60 units completed).
<b>GE Category:</b>	Written Communication II, Area Z

### **Required Texts/Materials**

1. ***Business Writing in the Digital Age*, Natalie Canavor. ISBN: 978-1-4129-9250-3**

Print, used, rented, online are all OK.

2. ***The Everyday Writer, SJSU Handbook* by Andrea Lunsford**

Print ISBN: 9781457667121

Electronic edition ISBN: 9781457633423 or Bedford/St. Martin's online (<http://bcs.bedfordstmartins.com/everydaywriter5e/>)

Online: <http://www.macmillanhighered.com/techsupport>

### **Computers, technology and Canvas online class**

This class assumes you have solid computing skills, including comfort with online systems (like Canvas) and tools like Microsoft Office, including PowerPoint and/or Prezi. All class materials will be posted on Canvas: <http://sjsu.instructure.com>.

More than half of our class time will be in a technology room where you'll have access to either Mac or PC laptops. You may bring your own laptop, but you must have MS Office installed. Most assignments will be due electronically; all major papers must be in MS Word .doc or .docx format unless otherwise specified in the assignment sheet.

### **Course Description**

English 100WB is a participatory course that offers a practical approach to business communication, emphasizing situations that require both oral and written communication. Assignments enable students to practice and apply both practical and theoretical aspects of organizational communication.

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. This course reinforces and advances the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses, and broadens and deepens these to include mastery of the discourse peculiar to business communications.

## **SJSU Studies (formerly Advanced GE)**

Students are strongly encouraged to take courses to satisfy GE Areas R, S, and V from departments other than their major department. Passage of the Writing Skills Test (WST) or ENGL/LLD 100A with a C or better (C- not accepted), and completion of Core General Education are prerequisite to all SJSU Studies courses. Completion of, or co-registration in, 100W is strongly recommended. A minimum aggregate GPA of 2.0 in GE Areas R, S, & V shall be required of all students.

This course helps students become integrated thinkers who can see connections between and among a variety of concepts and ideas. An educated person can apply concepts and foundations learned in one area to other areas as part of a lifelong learning process. This course helps students to live and work intelligently, responsibly, and cooperatively in a multicultural society and to develop abilities to address complex issues and problem using disciplined and analytical skills and creative techniques.

The new SJSU senate policy S12-3 requires the university to be compliant with the Federal Regulation of the definition of the credit hour:

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

### **Grades in ENGL100WB are A-F**

**All students must earn a C or better in ENGL 100WB to meet the CSU Graduation Writing Assessment Requirement (C- or lower grades do not satisfy this requirement).**

## **Course Goals, Student Learning Outcomes, and Content Objectives**

### **Course Goals for Area Z**

**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. Written Communication II should reinforce and advance the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses, and broaden and deepen these to include mastery of the discourse peculiar to the discipline in which the course is taught.**

### **Student Learning Outcomes (SLOs) for GE Area Z, Written Communication II**

Students shall write complete essays that demonstrate college-level proficiency. Students shall be able to:

1. produce discipline-specific written work that demonstrates upper-division proficiency in:
  - language use
  - grammar
  - clarity of expression
2. explain, analyze, 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, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

## **Course Learning Outcomes (CLOs) for English 100WB**

This class uses a variety of learning approaches and assignments. English 100WB students will be expected to demonstrate the ability to

- format, compose, and revise written documents for a variety of organizational situations;
- identify and articulate the audience “take-away” message in every communication;
- utilize a variety of communication tools, techniques, and modes;
- communicate numerical and statistical data appropriately and effectively in both written and oral formats;
- employ advanced research strategies and methodologies and incorporate research appropriately and effectively into both written and oral communications for a variety of organizational and rhetorical situations;
- appreciate the importance of timely communication in organizational settings;
- recognize a variety of organizational communication needs and constraints and employ appropriate communication strategies to meet those needs and/or constraints in a variety of business situations;
- analyze various audiences and compile appropriate options and strategies to communicate effectively with those audiences;
- evaluate and critique communication strategies and techniques for their effectiveness, including the strategies and techniques of their classmates;
- make common-sense communication decisions and use logic to defend those decisions;
- recognize when imagination and “vision” are appropriate to business communications;
- communicate appropriately and effectively in cross-cultural situations;
- create documents and make oral presentations that are ethically and legally defensible.

### **Content Objectives**

Diversity. Issues of diversity shall be incorporated in an appropriate manner.

Writing. Written assignments should include both in-class and out-of-class writing, giving students practice and feedback throughout the semester. A single final term paper would not satisfy the requirement.

Assignments will total a minimum of 8000 words assigned throughout the semester, providing frequent practice and feedback for improving application skills. Course syllabi must reflect assignments that meet the 8000 word minimum.

Reading. Readings used in the course should be models of excellence.

Discipline. Written Communication II courses are discipline specific. All courses will use language and forms of writing appropriate to the discipline.

### **Pedagogical Approach**

- Courses shall focus on issues or present perspectives from different academic disciplines.
- Courses shall require students to apply basic skills (reading, writing, speaking, critical thinking, research, and mathematics) and to utilize knowledge gained in Core General Education courses.

### **Active Learning**

- Each course shall provide for active student participation. The course may not be exclusively lecture format.
- Assignments must utilize library research and oral and written communication skills.
- Courses should promote reflective processes and critical analysis.

Primary sources. Course materials (readings, research) must include primary sources appropriate to the discipline (e.g. scholarly journal articles, original artwork)

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## Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, students are expected to spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in University Policy S12-3 at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

University policy F69-24 at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

### Assignments, grade points, and percentages

This table outlines the assignments and points for the class. Page counts are per student for group projects. See the assignment sheets and schedule for details on each assignment deliverable and due dates. Many assignments have multiple components and due dates, including peer workshops and drafts.

Assignment	SLOs	Points	Pages
Resume and email letter of application	1, 3	100	2
Bad news letter	1, 2, 3, 5	50	1
Analysis of business social media	1-5	100	2-4
Analysis of corporate website	1-5	100	2-3
Business process/procedure video + transcript	1-5	150	3-5
Business communications (group project)	1-5	100	
Annotated bibliography	1-5	50	3-5
Research paper draft	1-5	100	3-4
Research paper final version	1-5	100	8-10
Final Presentation PPT + notes	1, 2	50	2-3
Participation, quizzes, homework	Varies	100	
<b>Total</b>		<b>1000</b>	<b>26-35</b>

### Quizzes, class assignments, homework, participation

Throughout the semester, I will give quizzes on the assigned reading. These quizzes will not be announced in advance and cannot be made up. I will assign various responses to reading and other short writing assignments both in and out of class. Many in-class activities (especially peer reviews) are graded. **You cannot make up any activity, quiz, or other assignment done in class.**

### Late assignments and attendance

You are adults and responsible for attending class and turning in assignments on time. . In business, you can be fired for not meeting deadlines. If you must miss class, contact a classmate about what we cover. Do not email me asking me what we discussed or if you missed “anything important.” (You did.) Instead, contact a classmate for that material and take responsibility for your actions and choices.

It's OK to email me if you need clarification on an assignment or need to arrange an appointment to meet in person. Please use standard English (including capitals and punctuation) in all emails to me. Please do not use text messaging or chat abbreviations (like ur, i, lol, etc). Treat your communications with me as you would with an employer. Yes, I teach business communications, and yes, I expect professional language skills from college students!

**You cannot make up missed in-class work or quizzes. I will not accept late work.**

## Grading Policies

GE Area Z policy: This course must be passed with a C or better as a CSU graduation requirement.

All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades. See [University Policy F13-1](#) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

ENGL 100WB uses the full range of A-F grades. This class contains assignments totalling 1000 points. Letter grades break down as follows (shaded areas indicate student must repeat 100WB):

980-1000 = A+	930-979 = A	900-929= A-
870-899 = B+	830-869 = B	800-829= B-
770-799 = C+	730-769 = C	700-729 = C-
670-699 = D+	630-669 = D	600-629 = D-
Below 600 = F		

## Final Exam

During the scheduled final exam time, our class will do presentations and evaluations of those presentations. Attendance during the entire exam time is required.

## Library Liaison

Ann Agee  
100WB Liaison Librarian  
Dr. Martin Luther King, Jr. Library  
San Jose State University  
(408) 808-2033  
[ann.agee@sjsu.edu](mailto:ann.agee@sjsu.edu)  
<http://libguides.sjsu.edu/profile/annagee>

## English 100WB, Spring 2015, Course Schedule

The schedule is subject to revision with at least a week's notice. ALL READING IS DUE BY THE CLASS DATE LISTED.

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan 29	Introductions, intro to lab computers, resumes, cover letters, emails, applying for jobs Homework: Draft resume/CV and email Post intro on Canvas (major, hobbies, something interesting).
2	Feb 5	<b>DUE: Resume, email &amp; pitch.</b> Workshop on resumes, email, elevator pitch The 7 Cs of Communication, "You" attitude Interviews Read: Chapter 1, 6, 12 Watch: Strong subjects and verbs video on Canvas Modules Videos
3	Feb 12	<b>DUE: Revised resume, cover email &amp; pitch (100 pts)</b> Writing profiles/biographies (Situation: Corp news, About Us page) Style exercise with your papers (bring a paper from a previous course) Verb/word ratio, sentence types/variety Bad news sandwich Watch: Emphasis in sentences video Read: Ch 2, 3, 7
4	Feb 19	<b>DUE: Bad news letter (100 pts)</b> Managing long sentences, transitions Paragraph organization patterns and modes Paragraph + org style exercise and discussion Watch: Paragraph unity video Read: Ch 4, 5
5	Feb 26	Does/Says, Graphs, charts, tables, numbers, and formulas, formatting documents Research assignment Read: Ch 10, 11 <b>Library session 6-7:15 MLK</b>
6	Mar 2	Business and social media Microstyle: headings, titles, captions Passive and active voice, meta discourse/POV Read: Ch 8-9
7	Mar 9	<b>DUE: Analysis of social media (100 pts)</b> Writing for the web, business websites Group project assignments Read: IPCC report on Canvas
8	Mar 16	<b>DUE: Analysis of a corporate website (100 pts)</b> Research, annotated bibliographies Group work
9	Mar 23	SPRING BREAK
10	Mar 30	<b>Due: Research drafts to class</b> Peer reviews online (optional group meetings)
11	Apr 6	<b>Due: Research drafts to Kelly</b> Business videos, Camtasia
12	Apr 13	<b>Due: Annotated bibliography</b> Writing procedures
13	Apr 20	Video production Group project

14	Apr 27	<b>Due: Business process/procedure videos</b> Video day!
15	May 4	<b>Due: Business communications group project</b> Presentations
16	May 11	<b>DUE: Final research paper</b> <b>DUE: PPT for peer reviews</b>
Final Exam	May 18	Final exam presentations

## University Policies

### 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 year calendars document on the Academic Calendars webpage at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). 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/>.

### Consent for recording of class and public sharing of instructor material

University Policy S12-7, <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this 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.”
  - It is suggested that the syllabus include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class-by-class basis.
  - In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “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 for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

### Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The University Academic Integrity Policy S07-2 at <http://www.sjsu.edu/senate/docs/S07-2.pdf> 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/>.

### Diversity

Upon successful completion of the course requirements, the student will demonstrate awareness and sensitivity to age, gender, ethnocultural, disability, and other individual/unique differences as they relate to engineering and workplace communications.

## Campus policy in compliance with the American Disabilities Act (ADA)

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 at [http://www.sjsu.edu/president/docs/directives/PD\\_1997-03.pdf](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) requires that students with disabilities requesting accommodations must register with the Accessible Education Center (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

## Accommodation to students' religious holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See University Policy S14-7.

## Student Technology Resources

Computer labs for student use are available in the Academic Success Center 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.

## SJSU Writing Center



The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website: <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.

## SJSU Peer Connections

Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their 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.