

San José State University
Department of English and Comparative Literature
ENGL 100WB, Written Communication for Business Majors, Section 6,
(41976) Fall 2016

Instructor:	Dr. Linda Landau
Office Location:	Faculty Office Building (FOB) 115
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Email:	linda.landau@sjsu.edu
Office Hours:	MW 1:45pm - 2:30pm
Class Days/Time:	MW 9:00am - 11:45am
Classroom:	Clark 306
Prerequisites:	Completion of GE Area A3, or equivalent second semester composition course (with a grade of C- or better); completion of Core GE, satisfaction of Writing Skills Test (WST), and upper division standing (60 units completed)
GE/SJSU Studies Category:	Written Communication II (Area Z)

Course Format

Technology Intensive and Hybrid Courses

This course will be conducted as a workshop with short lectures interspersed between hands-on activities. The seminar is technology intensive in that you will be required to view YouTube videos, conduct online research, and complete online exercises on *LaunchPad Solo* and, if necessary, *Writer's Help* and *Learning Curve*, and to write reports and emails in class, which will be uploaded to Canvas as Microsoft Word documents, and submitted in print when required. Please bring your laptop to every class session.

Faculty Web Page and MYSJSU Messaging

Course materials such as the syllabus, additional readings and video viewings, assignment instructions, and due dates can be found on our course page on the Canvas learning management system. You are responsible for regularly checking Canvas and your email to learn of updates.

Course Description

English 100WB is a team-based, task oriented participatory course that simulates real business communication scenarios – oral, written, visual – encountered daily by business professionals. Written Communications for Business Majors requires a minimum of 8,000 words of writing spaced throughout the semester. The course, which focuses on both practical and theoretical aspects of organizational communication, will provide you with opportunities to develop proficiency in writing as well as research and speaking for business, academic, and general audiences.

All assignments are designed to promote critical thinking and strategic problem solving in a simulated business environment. In teams, you will create business or social start-ups that will exist throughout the semester, with their formation and daily operations generating oral, written, and visual business interactions. The course is divided into four overlapping, interconnected units, each featuring specific workplace situations and writing genres: 1) Personal Branding—personal profile, résumé, cover letter; 2) Corporate Branding—company profile, business plan/grant proposal, presentation; 3) Workplace Collaboration—correspondence, review, recommendation; and 4) Team Building—book club, problem paper, panel discussion. At the conclusion of the course, you will present a portfolio of your revised writing of the semester and post a personal profile on LinkedIn that will include the skills mastered during the semester.

Course Goals for Written Communication Business Majors

- To develop advanced proficiency in college-level writing and business communication, including recognizing and appreciating the importance of concise and timely communication in organizational settings, identifying and articulating the message in various communications, and properly formatting and strategically composing a variety of different business documents.
- To develop advanced academic research tools and effective documentation and citation practices, according to APA guidelines.
- To recognize the importance of developing communication strategies based on organizational needs and to craft messages accordingly, including an awareness of the demands of different genres and audience expectations.
- To make communication decisions using critical thinking and defend these decisions logically.
- To meet workplace challenges effectively and assertively, including impromptu speeches, team collaboration, structured presentations, interactive email correspondence, reports, etc.

GE Learning Outcomes for Area Z / Course Learning Outcomes for English 100WB (GELO/CLO)

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

1. **GELO/CLO 1: produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression.**

To be satisfied by 1) a final editing exam of business correspondence, 2) submitting a portfolio of all major work, written in concise effective language, using strategic academic or business vocabulary, standard principles of grammar, punctuation, and spelling, and recognized formatting, and 3) completing exercises on Learning Curve, some required and others individually assigned according to need.

2. **GELO/CLO 2: explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse.**

To be satisfied by writing an informed critical-analytical problem paper on a researched workplace or economic issue explored by one of the books on the class required reading list, and participating in a panel discussion. This GELO is accompanied by an onsite library orientation in advanced research techniques.

3. **GELO/CLO 3: organize and develop written assignments and business documents for both professional and general audiences.**

To be satisfied by reading Chapters 1-9 in Business Writing Scenarios as well as writing a personal and a company profile, a resume, a project review, and a business plan or grant proposal, and providing a visual-oral presentation of the plan or proposal.

4. **GELO/CLO 4: organize and develop written assignments and business documents according to appropriate editorial and citation standards.**

To be satisfied by effectively evaluating and documenting sources according to APA guidelines, in a written and revised problem paper on a researched workplace or economic issue explored by one of the books on the class required reading list. APA guidelines will be studied in detail in class and online at Writer's Help and Learning Curve.

5. **GELO/CLO 5: locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing.**

To be satisfied by composing business emails – in particular a request for a recommendation – that convey a strategically worded message with a clearly stated purpose that elicits a positive response from a classmate.

Required Texts and Readings

- Ramsey, J. (2016). *Business Writing Scenarios with access to LaunchPad Solo for Professional Writing*. New York: Macmillan. ISBN 978-1-319-07313-8.
Can be purchased at the Spartan Bookstore, where LaunchPad is offered free with the handbook. If you rent a book, purchase access to LaunchPad Solo online at www.macmillanhighered.com/professionalwriting1e (\$15).
- *Writers Help 2.0*, includes Andrea Lunsford's *Everyday Writer* and *Learning Curve*. Available on Canvas.
- A college level **dictionary** and **thesaurus**—print or online. Bring to class every session.
- Articles and videos, or their links, posted on Canvas
- **One** of the following books selected for your analytical problem paper and panel discussion.
Can be purchased online or in bookstores.
 - Carnegie, D. (1936). *How to Win Friends and Influence People*. (any edition)
 - Godin, S. (2011). *We Are All Weird: The Rise of Tribes and the End of Normal*. New York: Penguin Random House.
 - Reich, R. (2015). *Saving Capitalism for the Many, not the Few*. New York: Alfred A. Knopf.
 - Sandberg, S. (2016). *Lean In for Graduates*. New York: Alfred A. Knopf.
 - Stevenson, B. (2014). *Just Mercy: A Story of Justice and Redemption*. New York: Spiegel & Grau.
 - Vanderbilt, T. (2016). *You May Also Like*. New York: Alfred A. Knopf.

Course Requirements and Assignments

Credit hours: As per [University Policy S12-3](#), SJSU classes are designed with the expectation that to succeed students must spend a minimum of forty-five hours for each unit of credit—3 hours per unit per week. This means you should spend at least **9 hours per week** preparing for class, participating in classroom instruction and course activities, and completing assignments.

Assignments include reading our textbook *Business Writing Scenarios*, posted articles, and at least one of our Workplace Book Selections; viewing assigned sample documents and videos on Launchpad; and writing both in-class work and revised out-of-class reports for which you will be given a specific prompt on Canvas detailing all requirements, including due dates, scope, and criteria for evaluating your work. You will submit a **Portfolio** containing all your business documents (assignments 1-4 below) on the 12th week of the semester, at which time the **Workplace Book Project** begins.

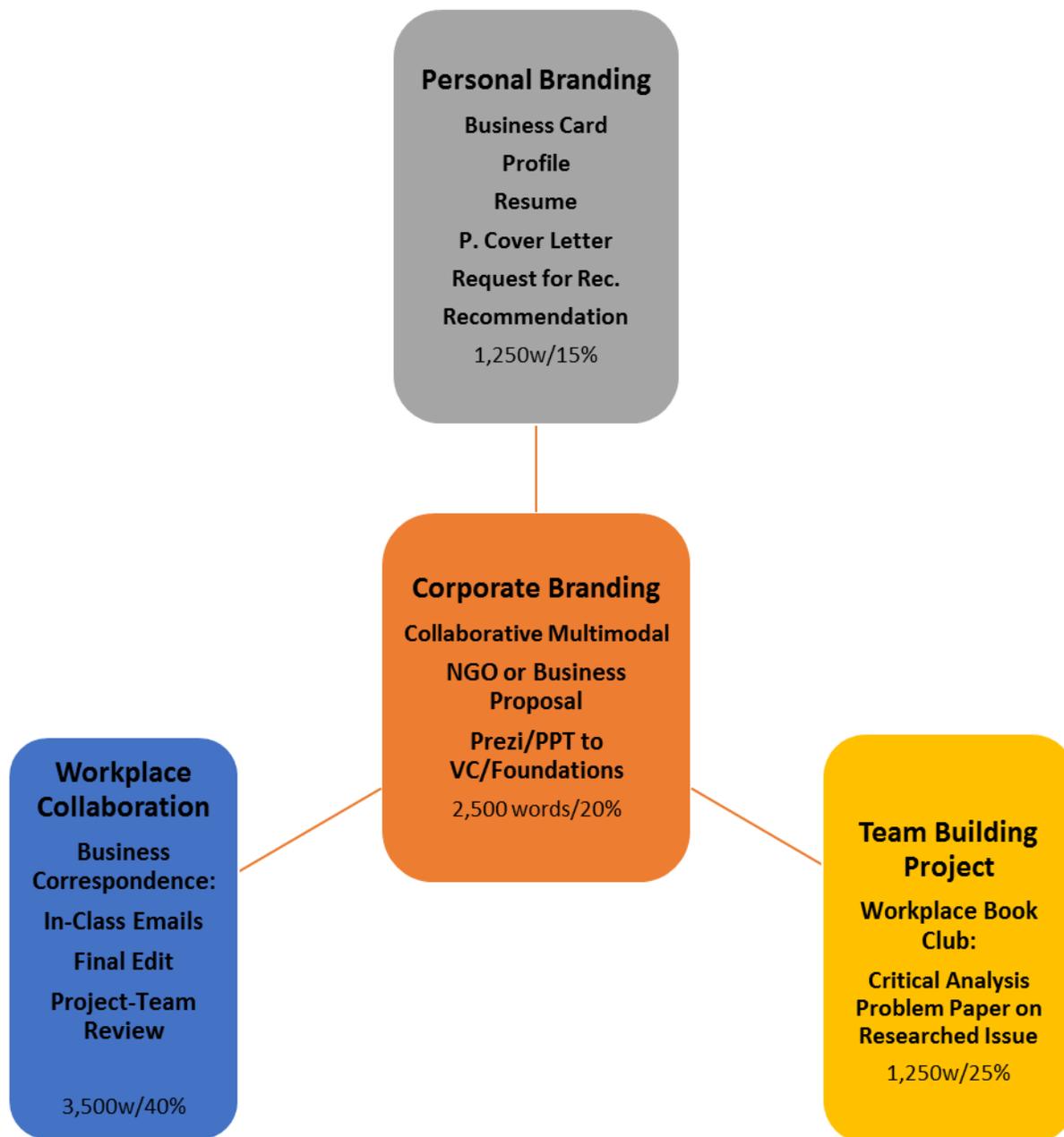
Assignments	Total Words	% of Grade	GELO/CLO
Personal Branding: Business Card, Profile, Resume, Cover Letter, Request for Recommendation, Recommendation	1,250	15%	1, 3, 5
Corporate Branding: Collaborative Multimodal Business Plan or NGO Proposal, including a written Company/Organization Profile (+mission statement), Market Analysis, Budget, Management Report, <i>and</i> a Prezi or PPT presentation to VCs or Charitable Foundations	2,500	20%	1 - 5
Workplace Collaboration I: In-class emails and editing exams, and out-of-class internal memos and emails	1,750	15%	1, 3, 5
Workplace Collaboration II. Project-Team Review, Recommendation	1,250	20%	1, 3, 5
Team Building: Workplace Book Club: Critical-Analytical Problem Paper on a researched workplace or economic issue explored by one of the reading list books, <i>and</i> participation on a panel discussion on the issue.	1,250	25%	1, 2, 4
Final Examination: Editing Exam and Panel Discussion	500	5%	1 - 5
Total	8,500	100%	

Course Narrative: Assignments

Personal Branding Portfolio in a Corporate Context (6,750 words/75% course grade)

Team Building Project: Workplace Book Club Essay, Panel Discussion (1,250 words/25% course grade)

Competition motivates excellence. Collaboration achieves success.



Grading Policy

Grading: A-F. This course must be passed with a C or better to satisfy the SJSU graduation requirement, or CSU Graduation Writing Assessment Requirement (GWAR). A passing grade in the course signifies that you have satisfactorily demonstrated advanced proficiency in college-level and business written and oral communication as well as information literacy and critical thinking.

Grade Determination

Your final class grade will be determined according to the following criteria:

A (4.0-3.4) = Exceptional communication skills – appropriate response to prompt that appeals to audience and genre expectations, professional tone and formatting, fully developed content, strategic word choice, and an organized, concise, grammatically correct message showcasing critical thinking and creative solutions; excellent preparation for class discussion; exemplary mastery of course readings and concepts; intellectual curiosity; enthusiasm and initiative during group activities with insightful contributions to class and team discussions.

B (3.3-2.7) = Good communication skills – appropriate response to prompt that appeals to audience and genre expectations, professional tone and formatting, competent word choice, some disorganization, but still concise, mostly grammatically correct message; solid preparation for class discussion; interest and engagement regarding course readings and concepts; positive attitude; meaningful contributions during group activities, consistently volunteering in class and on team.

C (2.6-2.2) = Satisfactory communication skills – appropriate response to prompt that may not appeal to audience and genre expectations, semi-professional tone and mistakes in formatting, some disorganization, wordiness, repetition, missing details, grammatical flaws, and bland word choice that detract from the message, which is clear but unconvincing; fair preparation for class discussion; competence regarding course readings and concepts; inoffensive, but noncommittal attitude; sporadic contributions during group activities, only occasionally volunteering in class and on team.

C-/D (2.1-1.2) = Limited communication skills – unsuitable response and tone, and weak message because of poor word choice, faulty grammar, wordiness, repetition, or missing information; uneven preparation for class, demonstrated indifference or irritation when prompted and seldom volunteering; inattentive during class; rare contributions during group activities; other factors such as consistent tardiness and disruptive behavior; failure to submit essays and homework. **C- is NOT a passing grade.**

F (1.1-0) = Weak communication skills – incomprehensible or illogical message; little to no preparation for class; little evidence of reading assignments; doesn't respond when prompted and never volunteers; demonstrates potential hostility to discussion; irrelevant, distracting, or missing contributions to team.

Revision for a higher grade. All work may be peer reviewed before submitting to me for a grade. All work may be submitted to me for feedback and should be revised for a higher grade up to submitting your final portfolio. The portfolio may not be revised.

Grading Scale

Excellent		Very Good → Good		Competent → Not Passing		Not Competent		Unsatisfactory	
3.9 - 4.0	A+	3.2-3.3	B+	2.5 - 2.6	C+	2.0	D+	1.1 - 0	F
3.5 - 3.8	A	2.6 - 3.1	B	2.2 - 2.4	C	1.3 – 1.9	D		
3.4	A-	2.7	B-	2.1	C-	1.2	D-		

Classroom Protocol

Diversity: SJSU studies include an emphasis on diversity. You will engage in integrated reading, writing, and oral assignments to construct your own arguments on complex issues (such as class and social equity, gender and racial equality) that generate meaningful public debate. Classroom discussion will always be inclusive and respectful of other viewpoints.

Participation and Collaboration: Sharing ideas, asking questions, and providing valuable feedback contribute to yours and your team's success. In-class activities cannot be made up. If you cannot attend a workshop, it is your responsibility to notify your team and make arrangements to exchange papers with a team member.

Late Papers and Missed In-class Essays: Late reports and correspondence will lose you a client or a job in the business world. Late reports in class will hold up your teammates. Hence, late papers are not accepted, and quizzes cannot be made up. If you miss an in-class exam and you have a valid excuse (documented illness, religious holiday), you will be allowed to make up exam during my office hours on condition you notify me *before* the missed exam date and hour.

Electronic equipment: Smart phones, laptops, tablets may be used during class ONLY for writing and revising assigned reports and emails and dictionary use. Using electronic equipment for texting and other personal entertainment is rude to everyone in the classroom and constitutes non-participation. You will be asked the first time to put it away, and the second time to leave the classroom.

Tardiness: If you are not *in* class, you cannot participate, and thus cannot learn. Arriving late disturbs the class and results in your missing important discussion and activities. Students who are late will lose participation points.

Food and drinks. ONLY drinks properly covered and dry food are allowed in the classroom. Warm food is NEVER allowed in the classroom.

Class Recording and Public Sharing of Instructor Material: As per university policy [University Policy S12-7](#), you do NOT have my permission to audio or video record any of our class sessions, or to share course material, such as exam questions, lecture notes, or homework solutions with anyone outside this class.

Reference Library Liaison

Ann Agee, ann.agee@sjsu.edu, (408) 808-2033

Libguide: <http://library.sjsu.edu/profile/annagee>

Bookmark the King Library website: <http://library.sjsu.edu>

Call (408) 808-2100 for immediate assistance with research related questions during library hours.

Ask-A-Librarian: <http://library.sjsu.edu/ask-librarian-0> (to chat with an on-call reference librarian when Ms. Agee is not available, even when the library is closed).

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 [Writing Center website](#): <http://www.sjsu.edu/writingcenter>.

University Policies and Services

Students are responsible for reading and understanding **university-wide policy information** relevant to all courses, such as **academic integrity, accommodations, drop policy**, etc., available on **Office of Graduate and Undergraduate Programs' Syllabus Information web page** at <http://www.sjsu.edu/gup/syllabusinfo/>. For appointments at the **SJSU Health Center** call (408) 924-6122. For after-hours **Advice Nurse Line**, call (866) 935-6347. For more information, visit <http://www.sjsu.edu/studenthealth>. For **SJSU Counseling Services**, located on the corner of 7th and San Fernando Street, Administration Building, Room 201, visit their website at <http://www.sjsu.edu/counseling>.

English 100WB – Fall 2016 Course Schedule

This tentative schedule is subject to change according to class needs. You will be notified on Canvas and in class.

Week	Date	Topics, Readings, Assignments, Deadlines
		<i>Reading and writing assignments are listed on the day they are due. BWS = Business Writing Scenarios</i>
1	8/24	Syllabus, Introduction to Genres, Revision, Mailfixer, Start-Up 100WB – Preliminary Business Cards, Résumé, Profile
2	8/31	Personal Branding: BWS Ch. 3 Resumes (pp. 40-60) and Cover Letters (pp. 61-74) Business Cards, Personal Profile, Résumé, Cover Letter due for Networking for a Start-Up – Send
3	9/7	BWS Ch.1 Business Writing – Audience, Genre, Clarity, and Brevity Corporate Branding: Company Profile, Mission Statement, Logo / Revise Résumé and Cover Letter
4	9/14	BWS Ch.2 Business Writing - Audience, Genre, Clarity, and Brevity in Emails Email Editing Quiz Management – Company Bios, Revise Personal and Company Profiles
5	9/21	BWS Ch.7 pp. 159-164+ Business Plan (182-188, 214-217) or Letter of Inquiry - Grant Proposal (170-181, 197-213) Conducting a Market Analysis OR Goals & Outcomes: Interviews, Statistics, Research – APA
6	9/28	BWS Ch.4 Design, Format, Conventions Writing the Executive Summary / Email Editing Exam
7	10/5	BWS Ch.5 Writing to Colleagues within the Organization Workplace Collaboration: Writing a Project-Team Review and Request for Recommendation
8	10/12	BWS Ch.6 Writing to External Audience Refining the Business Plan or LOI–Grant Proposal and Preparing Presentations Email Editing Exam
9	10/19	BWS Ch.9 Leadership Values in Business Writing Refining the Review / Writing a Recommendation / Email Editing Exam / Presentations
10	10/26	Project-Team Review due / Presentations
11	11/2	Preparing the Portfolio / Presentations / Email Editing Exam
12	11/9	Team Building: Workplace Book Club Writing an Analytical Problem Paper / Portfolio Due
13	11/16	Workplace Book Club preliminary discussions / Email Editing Exam
14	11/23	Thanksgiving: No Classes
15	11/30	Workplace Book Club Panel Discussions
16	12/7	Workplace Book Club Panel Discussions / Problem Paper due
Final Exam	12/15 TH	7:15am – 9:30am Email Editing Exam

Fall 2016 Literary Readings at SJSU

See <http://www.litart.org> for details about readings by awesome artists teaching or visiting at SJSU. Check SJSU Calendar for last minute time or location changes.