

San José State University  
Department of English and Comparative Literature  
Spring 2022 Written Communication: Business (GE Area Z)  
100WB Section 02

<b>Instructor:</b>	Sheree Kirby
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<b>Office Hours:</b>	T/Th 12:00-1:00 p.m. and by appointment via Zoom
<b>Section/Day/Time/Location:</b>	100WB Section 02 is fully online and meets via Zoom on Fridays from 9:30-12:15 beginning on September 28.
<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

### **Course Description**

Welcome to English 100WB! This 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.

### **Course Goals and Student Learning Objectives**

#### **Course Goals for Area Z (CLO)**

**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)

### **Student Learning Objectives for GE Area Z (GELO)**

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

### **Information available online**

You are responsible for reading the following information online at

<http://www.sjsu.edu/english/comp/policy/index.html>

- Course guidelines
- Academic policies (academic integrity, plagiarism, ADA and AEC policies)
- Estimation of Per-Unit Student Workload
- Recording policies
- Adding and dropping classes

### **Required Texts/Materials**

*Business and Professional Writing: A Basic Guide, second edition*, by Paul MacRae

<https://broadviewpress.com/product/business-and-professional-writing-a-basic-guide-secondedition/#tab-description>

*Macmillan Achieve*, Andrea Lunsford (An online grammar and punctuation program. We will go over the purchase and registration procedure in class.)

Microsoft Office—Please download this. It is free to SJSU students, and I will require that it be used for some assignments, particularly those in which I and/or your peers comment on work.

<https://www.sjsu.edu/it/services/collaboration/software/instructions.php>

SJSU Career Center “Resume and Cover Letter Guide”

[https://www.sjsu.edu/careercenter/docs/career-guides/Guide\\_Resume.pdf](https://www.sjsu.edu/careercenter/docs/career-guides/Guide_Resume.pdf)

Purdue OWL. Free online writing resource Additional Handouts/downloads

### **Other Equipment / Material requirements**

- Laptop or tablet
- Reliable access to internet
- Spiral Notebook for taking notes in class
- Pens, pencils
- Access to printer for occasional hard copies

### **Course Format**

This course will employ interactive lecture, discussions, individual and group simulation activities, group and individual oral presentations, and workshops.

We will critically analyze readings and drafts of student work. We will study and practice several communication tools that can improve the effectiveness of both written and oral communication. We will analyze a number of samples, write for a variety of audiences, and explore a range of formats as we craft resumes, cover letters, reports, proposals, memos, emails, commentaries, and other business documents.

Student success in this class requires coming to class on time, being prepared for each session, and completing and submitting assignments on time.

### **Document Format**

Assignments such as persuasive messages, resumes, cover letters, memos, short and longer reports, will follow standard business writing format, which we will learn/review. For assignments that include using and citing sources, we will use consistent citation styles.

### **Estimation of Per-Unit Student Workload**

SJSU classes are designed such that 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](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>. **Note: This means devoting minimum of 9 hours per week, per class. To successfully complete English 100WB, students should plan on approximately six hours of dedicated homework time each week.**

### **Students will be graded based on meeting the requirements for completion of the following:**

<b>Assignments</b>	<b>Word Count</b>	<b>GELOs</b>
Job Search Unit/Drafts	1,200	1,3,4,5
Executive Brief Report/Presentation/Drafts	2,500	1,2,3,4,5
Commentaries/ Responses	750	1,2,3,4,5
Other in-class and Out-of-class Writing	1,500	1,2,3,4,5

Peer Reviews	750	1,2,3
in-class writing, activities and discussions	1,500	1,4,5
Achieve Lunsford Exercises	N/A	1
Reflective Essay	750	1,2,3,4,5

## **Grading Procedure**

### **Contract Grading System 1**

In this course, I use a contract grading system, which differs from a traditional grading system. To that end, I've established a default grade of a "B" in this course. This does not mean that everyone will get a B, but it does mean that everyone in this course *has the opportunity to earn a minimum grade of a B*.

If you do all that is asked of you in the manner and spirit in which it is asked; if you work through the processes and meet the basic requirements of your assignments throughout the semester; and if you continue to improve those processes and we both see tangible results, you will earn a minimum of a B in this course.

Note: While meeting the requirements is very doable for all, all students are not always equally prepared for an upper division writing course; I will encourage any students who need a little extra help to meet the basic requirements for a B grade to meet with me and work with a tutor at SJSU's Writing Center: <https://www.sjsu.edu/writingcenter/>

I would also suggest that any student who is interested in earning an A grade who needs a bit of extra help with his/her/their quality of writing work with a writing tutor on major assignments.

If a student misses in-class activities, rushes through assignments, fails to minimum requirements, turn in assignments late, etc. the student's grade will be lower than the default grade of B.

If I were a student, I might be thinking, *Okay, but just how will I be graded? How will I know where I stand?*

Students in this course will not be graded in a traditional sense, on any assignment; instead, you will receive feedback from your peers and from me for each major assignment. All work (major and minor assignments) will be awarded one point for completion if the basic requirements for the assignment are met.

### **You are guaranteed a grade of "B" if you meet the following conditions:**

1. You complete 85% of all in-class and out-of-class minor assignments and credited activities, including reading responses, discussion posts, group activities, informal group presentations, etc.

Note: In-class assignments cannot be made up when a student is absent, so I encourage students to consider not taking your opportunities to miss any minor assignments unless/until you really need to.

2. You prioritize attendance and participate in in-class discussions and activities.
3. You abide by the classroom protocol that prioritizes professionalism and respect for others.
4. You work cooperatively and collegially in groups,
5. You approach peer reviews with an eye to both praising strengths and pointing out opportunities for improvement, both of which are instrumental to student success.

6. You complete all major assignments on time. If absolutely necessary, you may turn in one major assignment late per semester. However, any late work must be submitted within 48 hours of the initial due date.
7. All submissions are complete. Any incomplete assignments or assignments that do not meet the basic requirements (that will be clearly spelled out), will be deemed “missed,” and credit will not be issued for missed work.
8. You receive a 1/1 on all major assignments. Successfully completing all major assignments is required to pass this course.
9. You provide thoughtful feedback on your peers’ drafts, commenting directly on the text and summarizing strengths and opportunities for improvement in a brief paragraph at the end.
10. You honor the writing process and complete all steps thereof (e.g., reading/researching, prewriting, drafting and revising). For example, all students cover letters, resumes, and executive brief reports will require a brief, but clear revision plan indicating that you have carefully considered my comments on your draft and outlining what specific efforts you will make to write a strong final draft.

\* NOTE: Revisions should indicate significant changes – extending or changing up the thinking or organization – not merely editing or changing words.

\*\*NOTE: The B grade is contingent on your behavior as an engaged member of our learning community.

### **“A” Grades**

The grade of A/A- depends to a greater degree on the quality of work you produce than do B grades. To receive an A or an A- final grade, students must first qualify for the default grade of B.

Additionally, students will need to receive the commendation “exceeds expectations” on their final portfolio of assignments and their final reflection essay. If you are working to exceed expectations and have any questions, please ask me during class or see me during office hours.

I know that this system is unfamiliar to many, but this is a fact: My course final average GPA is almost always higher with contract grading than it is with a traditional system. We will discuss contract grading further and as often as necessary as we proceed through this course.

### **“C,” “D,” and “F” Grades**

Please do not aim for anything less than a B grade. “C,” “D,” or “F” grades occur when students miss more than three minor assignments in the semester, fail to engage in class activities, including workshops and discussions, and/or miss one or more of the major assignments. Although a “C” grade is passing, it is too close a non-passing C-, which will result in the student having to repeat the course, which no student I know of has ever been eager to do.

**Question: What happens when things come up that interfere with my ability to do my work? Answer: It depends on what things and how soon I am notified.**

Please see me for help with issues that can affect your performance before you begin missing assignments. You are only eligible for a “B” or higher if you have met the guidelines outlined above. If you fear falling behind or feeling overwhelmed, please do contact me before you miss an assignment. I am here to support you, and I want you to succeed.

In extraordinary circumstances, which have happened (but relatively rarely) during my ten years at SJSU, a student may come and discuss a plea. Extraordinary circumstances are generally extremely serious single events. A plea is not accepted due to problems with time management or other circumstances that should have been foreseen by the student. *Plea:*

*I (Sheree Kirby), as the administrator of our contract, will decide in consultation with you (the student) as to whether a plea is warranted in any case. You must come to me as soon as possible (before breaching the contract), in order to make fair and equitable arrangements. You may use a plea only once. The plea is not an “out clause” for anyone who happens to not fulfill the contract in some way; it is for rare and unusual circumstances out of the control of the student.*

*CONTRACT AGREEMENT: By staying in this course and attending class, you accept this contract and agree to abide by it. I (Sheree Kirby) also agree to abide by the contract and oversee it fairly and impartially.*

1 Adapted from Professor Angela Clark-Oates’s ENGL 220D syllabus, Dr. Ti Macklin’s ENGL 10/11 syllabus, Dr. Amanda Smith’s 1/21 syllabus, and the scholarship of Dr. Asao Inoue and Professor Peter Elbow.

### **Classroom Protocol**

Please arrive on time prepared and on time for every session ready to contribute to our class community. Please make sure that your homework has been submitted. Sessions may begin with discussion posts, group assignments, or short assignments that cannot be made up if you are late or absent.

- Please **take advantage of meeting with me** during office hours or by appointment. I would like to meet with each of you at least once (and preferably more) this semester to get to know you better and assist with any questions or concerns.
- Please feel free to **ask questions** in class or during individual meetings about anything that is not clear to you. If I don’t have an answer, I will find one and get back to you.
- Students are encouraged to **share insights and opinions** during class discussions. **Respect** for each other is key here.
- Please make every effort to attend and participate in class. If you must **miss a session**, please **contact a classmate** for notes, reading assignments, schedule changes, etc.
- I strongly encourage you to **take notes in this class**. Students will learn far more from lectures, class and group discussions, and in-class exercises and activities than from texts alone.
- **Please give your entire focus to the class as we have so little time and a lot to cover.** *Please refrain from social media or Internet surfing in this class unless required for an in-class exercise or assignment.* Phones are required to be silenced and put away during class unless we are using them for an assignment, and I strongly encourage you to also practice this during our Zoom sessions. **If you have an emergency or other important reason for keeping your phone on during class, please let me know at the beginning of our session.**
- **Sleeping is not allowed** in class. Please get enough sleep so you are able to participate fully.
- **Recording, filming, or photographing** any parts of lectures or course material requires my permission. See rules on technology use: <http://www.sjsu.edu/english/comp/policy/index.html>.

## **Attendance and Participation**

University policy F69-24, "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." **Note:** A large portion of student learning occurs in class from lectures, class and group discussions, and exercises. In-class assignments cannot be made up, and missing them may affect your grade in the course.

## **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](http://www.sjsu.edu/senate/docs/S072.pdf) at <http://www.sjsu.edu/senate/docs/S072.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](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

## **Student Resources**

### **Student Technology Equipment Loans**

Student laptops, webcams, and other equipment can be checked out at either the Instructional Resource Center (IRC) or the Student Computing Center in the MLK Library, 4<sup>th</sup> floor. Loans are good for the entire fall semester. If you need to borrow any equipment, please click these links and make contact immediately to see if/when you can reserve and pick up what you need. We will be using Zoom, so a desktop or laptop with sound/mic and camera will be required for this class.

<https://www.sjsu.edu/it/services/academic-tech/equipment-loaning/index.php>

<https://library.sjsu.edu/student-computing-services/student-computing-services>

### **Additional Useful Student Resources: Please read**

#### **SJSU Writing Center**

<https://www.sjsu.edu/writingcenter/>

#### **SJSU Peer Connections**

<https://peerconnections.sjsu.edu/>

#### **SJSU Counseling and Psychological Services (CAPS)**

<https://www.sjsu.edu/counseling/>

#### **Accessible Education Center (AEC)**

<https://www.sjsu.edu/aec/students/accommodations/academic-advising/index.php>

## ENGL 100WB-02 Spring 2022

### Course Schedule

The course schedule below is subject to change depending on the needs of the class. All changes will be announced in class and made on Canvas, so if in doubt, always go by what is on Canvas.

**BPW:** *Business and Professional Writing, Second Edition*

**Achieve:** Macmillan Learning Program

Specific Achieve Assignments will be listed in Canvas Module 5

Week/	Date	Topics, Readings, Assignments, Deadlines
<b>1</b>	F-1.28	<p><b>Module One: Course Introduction and The Eight Cs of Good Communication.</b></p> <p>Syllabus, Course Schedule Canvas Modules, Achieve, Contract Grading, Discussion Board.</p> <p><b>Assignments</b></p> <p>Canvas discussion</p> <p>Achieve: Diagnostics</p> <p>BPW, introduction and chapters 1 &amp; 2</p>
<b>2</b>	F-2.4	<p>BPW Introduction, chapter 1, chapter 2; Colleague introduction and “The 7 Cs of Good Professional Communication”</p> <p><b>Assignments</b></p> <p>Canvas discussion:</p> <p>Achieve: “Fragments” and “Capitals”</p> <p>Carefully read BPW chapter 3</p>
<b>3</b>	F-2.11	<p>BPW chapter 3: “The Eighth C: Learning Grammar Language”;</p> <p><b>Assignments</b></p> <p>Download, print, and carefully read the SJSU Resume and Cover Letter Guide</p> <p><a href="https://www.sjsu.edu/careercenter/docs/career-guides/Guide_Resume.pdf">https://www.sjsu.edu/careercenter/docs/career-guides/Guide_Resume.pdf</a></p> <p>Read BPW chapter 10; focus on AIDA and cover letter example</p> <p>Achieve: “Commas” and “Comma Splices and Fused Sentences”</p>
<b>4</b>	F-2.18	<p><b>Module 2: Find Your Job</b></p> <p>SJSU Resume and Cover Letter Guide;</p> <p>Tailoring your resume; Job listing analysis; accomplishment Statements (STAR) technique; Transferrable skills; BPW chapter 10</p> <p><b>Assignments</b></p> <p>Resume first draft</p> <p>Peer review</p>
<b>5</b>	F-2.25	<p>Resume work student examples; resume second draft; Writing cover letters; introduce interviews. (“Top Thirty Interview Questions”)</p> <p><a href="https://www.youtube.com/watch?v=B_LmCruLjis">https://www.youtube.com/watch?v=B_LmCruLjis</a></p> <p><b>Assignments</b></p>

<b>Week/</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
		Resume second draft Cover letter first draft Peer review cover letters Interview questions: notes and Canvas discussion
<b>6</b>	F-3.4	Review student cover letter drafts Second draft cover letter; Interviews; Basic and behavioral Questions; Mock interviews; Thank you notes <b>Assignments</b> Cover letter second draft Thank you note Achieve: TBA
<b>7</b>	F-3.11	<b>Module 3: Write Effective Messages and Documents</b> BPW Chapter 6 “Formatting for Correspondence” and Chapter 7 “Letters: Good News, Neutral, and Bad News” Group message revision exercise/informal presentation <b>Assignments</b> Revision plan and final draft resume Achieve:TBA
<b>8</b>	F-3.18	Airline Complaint Letter and Response in Three Parts <b>Assignments</b> Canvas discussion Airline complaint letter and response Revision plan and final draft cover letter
<b>9</b>	F-3.25	Corporate Social Responsibility: Analysis of and op ed response to Milton Friedman’s “The Social Responsibility of Business is to Increase Its Profits” In class group analysis exercise <b>Assignments</b> Write op ed in response to Friedman’s essay Read BPW chapters 17 and 18 Achieve: TBA
<b>10</b>	M-3.28 to F-4.1	Spring Break Yay!
<b>11</b>	F-4.8	Short and long reports; Group discussion/informal presentation <b>Assignments</b> Carefully read executive brief assignment Canvas discussion Achieve:TBA
<b>12</b>	F-4.15	<b>Module 4: Write an Excellent Executive Brief (EB)</b> Discuss EB assignment in detail and how to choose countries and sources; Meet with Master Librarian Jane Dodge

<b>Week/</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
		<b>Assignments</b> Research country Write detailed EB outline with links
<b>13</b>	F-4.22	<b>More on EB. First draft EB</b> <b>Assignments</b> Peer Review EB Achieve: TBA
<b>14</b>	F-4.29	<b>Review Student</b> Examples of EB Drafts; Discuss Revision HOC to LOC Revision Process, and EB Presentations <b>Assignments</b> Prepare EB presentation
<b>15</b>	F-5.6	<b>EB Presentations</b> <b>Assignments</b> Revision Plan for EB. Revise and submit final draft of EB Achieve: TBA
<b>16</b>	F-5.13	Reflective essay and portfolio Workshop <b>Assignments</b> Revise EB Write Reflective Essay and Compile Portfolio in Portfolium
Final Exam		Tuesday, May 24 7:15-9:00 a.m.