

Business 100W -- Fall 2005

Instructor: Kelly Harrison

Section 25 MW 10:30-11:45 Engr 301

Section 26 MW 12:00-1:15 IS 215

Office: BT 553

Office hours: MW 1:30-2:30, or Friday by appointment

Email: kharriso@email.sjsu.edu

Course website: www.sjsu.edu/faculty/harrison/bus100w

Required texts & supplies

- BWC: *The Business Writer's Companion* 4e. Alred, G.J.; Brusaw, C.T.; Oliu, W.E. Bedford/St. Martin's. ISBN: 0-312-25977-8
- WTTT: Write to the Top: Writing for Corporate Success. Dumaine, Deborah. Random House. ISBN: 0-8129-6896-0 trade pbk
- 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

Research paper and deliverables	30%
Quizzes, writing assignments, workshops	55%
Final Exam	15%

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
Homework: ☐ TLE: Chapter 11 "Persuasive Messages: Performance Appraisals and Letters of Recommendation"
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

Tuesday, September 6

Tuesday, September 13

Wednesday, September 21

Wednesday, November 2

Monday, November 7

Wednesday, November 9

Wednesday, November 23

Thurs-Fri, November 24-25

Thursday, December 8

Friday, December 9

Mon-Fri, December 12-16

Monday, December 19

Wednesday, December 21

Wednesday, January 11

Labor Day observed - campus closed

Last day to drop or withdraw without a "W" grade

Schedule adjustment period ends

Last day to add courses

Instructor drop deadline

Enrollment Census date

Spring 2006 Enrollment appointments posted online

Winter 2006 registration begins (tentative)

Priority Registration Period begins for Spring 2006

Classes that start at 5:00 pm or later will not meet

Thanksgiving Holiday - Campus closed

Fall 2005 - Last day of instruction

Study/Conference Day - no classes or exams

Fall 2005 Final Exams

Final Exams - make-up day

Grades due from faculty

Fall 2005 grades available at <https://my.sjsu.edu>