

**San Jose State University**  
**HSPM 100W Writing Workshop, Sections 01, 02 & 03**

**SPRING 2015**

**Contact Information**

<b>Instructor:</b>	Shirindokht Nourmanesh
<b>Office Location:</b>	SSC 535
<b>Telephone:</b>	(408) 924-2614
<b>Email:</b>	shirindokht.nourmanesh@sjsu.edu
<b>Office Hours:</b>	Tuesdays & Thursdays 10:30 – 11:30 A.M.
<b>Class Days/Time:</b>	(Sec. 01) Monday & Wednesday, 09:00 A.M. To 10:15 A.M. (Sec. 02) Tuesday & Thursday, 09:00 A.M. To 10:15 A.M.
<b>Classroom:</b>	BBC 225

**Faculty Web Page and MYSJSU Messaging**

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.sjsu.edu/people/shirindokht.nourmanesh>. You are responsible for regularly checking with the messaging system through MySJSU to learn any updates.

**Course Description**

Developing and enhancing written communication skills in the hospitality, recreation and tourism professions in the following areas: scientific/technical writing, administrative writing, public-relations-related writing and funding proposals.

Prerequisites: ENGL 1B (with a grade of C or better); Completion of core GE, satisfaction of Writing Skills Test and upper division standing.

Note: Must be passed with C or better to satisfy the CSU Graduation Writing Assessment requirement.

This course is designed for the development of advanced writing skills. Students are required to write literature reviews, persuasive letters, a scholarly paper, resume, and cover letter with a focus on hospitality and leisure studies. The course will end with individual presentations on the research paper.

The emphasis is on:

- 1- advanced writing skills
- 2- organization and development of solid academic prose
- 3- the generalized as well as specialized forms of writing
- 4- students' individual and group works

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

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 1A and 1B, and broaden and deepen these to include mastery of the discourse specific to the discipline in which the course is taught.

Upon successful completion of this program, students will be able to:

- SLO 1        Produce discipline-specific written work that demonstrates upper-division proficiency in: language use, grammar, and clarity of expression
- SLO 2        Express (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 essays and documents for both professional and general audiences
- SLO 4        Organize and develop essays and 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

### **Course Learning Outcomes (CLO)**

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

- CLO 1        Write clear and concise *business letter, report, or proposal*
- CLO 2        Articulate—in writing—a *Problem of Practice* and plans for research
- CLO 3        Successfully complete quizzes to assess student understanding of terms from constructs presented and format/in-text citations using APA
- CLO 4        Prepare a formal paper based on news articles
- CLO 5        Prepare an *Issue Brief* paper—with upper administrative in mind
- CLO 6        Prepare a *White Paper*
- CLO 7        Present research paper to an audience of peers

## Required Text

American Psychological Association (2010). *Publication Manual of the American Association* (6th ed.) Washington, DC: American Psychological Association.

NOTE: Use of “APA” web sites in lieu of the required textbook is not recommended.

## Recommended Texts

Lanham, R. (2007). *Revising Prose*. New York: Pearson.

Lunsford, A. (2008). *The Everyday Writer*. New York: Bedford, St. Martins. This is SJSU's official grammar reference. You should be able to find this in the Spartan Bookstore.

## Handouts

A number of handouts will be provided throughout semester.

## Computer Navigation Competency

Successful navigation of university library database for research and writing

## Other Course Materials

Pens/pencils and a composition notebook

This is a writing workshop, which naturally includes lots and lots of writing.  
Come prepared.

Collegiate dictionary and Thesaurus (optional)

## Library Liaison

Christina Mune, Reference and Instruction Librarian, Liaison for Hospitality, Recreation & Tourism Management

Dr. Martin Luther King Jr. Library, office #4034

Phone: 408-808-2046

E-mail: christina.mune@sjsu.edu

Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>

The Liaison Librarian provides guidance on locating primary references, journals and government documents related to health education and recreation. Ms. Mune also provides orientation to the many culture-related resources within the MLK Library.

## Course Requirements and Assignments

You are expected to write an estimate of 27 pages [approximately **8000** words] to meet university's requirement for the course. You will also read and critique each other's writing. Note that each typed page contains less than 300 words.

You should be able to correctly use APA style in:

- formatting the title page
- placement of title and subtitles
- in-text citation
- listing of sources on reference page
- demonstration of proper grammar and sentence structure

### Assignments:

- Quizzes
  - Quizzes will be taken at various times and on topics discussed in class.
    - 8 points
- *In-Class Writing*
  - You are required to be present in order to receive credit for in-class writing practices, which will occur at various times.
  - You will be expected to work in groups and provide feedback on each other's writing.
    - 4 to 6 pages; 1200 to 1800 words
    - 10 points
- *What is in a name?*
  - This expository writing assignment will help you familiarize yourself with taking the first steps in doing research.
    - 2 pages; 600 words
    - 8 points
- *Business Correspondence*
  - Focus of the letter must be on diversity/equity customer service error that could possibly lead to a litigious situation. If you choose to write a business proposal, you must relate it to your field of expertise—food & beverages, hotel management, or event planning.
    - 1 page; 300 words
    - 10 points
- *Problem of Practice*
  - Focus of this assignment is to help you select and explore a topic for your White Paper assignment.
  - Contrary to most writing assignments, you are allowed to use first-person singular personal pronoun *I*, or first-person plural personal pronoun *We*, for this particular assignment.
    - 2 pages; 600 words
    - 12 points

- *Literature Review*
  - Review of three different news articles with current industry issues as its focus. Articles can be supportive or contrary to each other but not identical.
    - 3 pages; 900 words
    - 10 points
  
- *Issue Brief*
  - The purpose of this paper is to outline a rationale for choosing a particular policy or course of action in current policy debate. This can be a response to a decision-maker or an organization that intends to advocate for a certain position.
    - 4 pages; 1200 words
    - 12 points
  
- *Research Paper*
  - In this assignment, your *Problem of Practice* is discussed and a position/solution offered. Elements of *Issue Brief* may be included as well.
    - 7 pages; 2100 words
    - 20 points
  
- *In-class Presentation*
  - You are expected to present a PowerPoint presentation on your *White Paper* research to an audience of your peers. Everyone must do this. NO EXCEPTIONS.
    - 10 to 15 minutes
    - 10 points

Total possible points: 100

## Grading Policy

Grades assigned by the instructor are as follow:

A+ = 100-97%	A = 96-93%	A minus = 92-90%
B+ = 89-87%	B = 86-83%	B minus = 82-80%
C+ = 79-77%	C = 76-73%	C minus = 72-70%
D+ = 69-67%	D = 66-63%	D minus = 62-60%
F = 59-0% Unsatisfactory		

## Classroom Protocol

No late assignments and no assignment via e-mail will be accepted. All assignments must be delivered via Canvas and on or before the due date.

You are expected to come prepared and ready to write and discuss.

You are not allowed to photograph or record any portion of lectures, PowerPoint presentations, or class activities.

All electronic devices—cellphones, laptops, etc.—must be turned off during class time unless I grant you permission to use one for research during class or to read an electronic copy of an assignment. If I catch you surfing the net or updating your status on social networking sites, I will ask you to leave and you will be considered absent for that day.

## 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](http://info.sjsu.edu/static/catalog/policies.html) 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](http://www.sjsu.edu/provost/services/academic_calendars/) at [http://www.sjsu.edu/provost/services/academic\\_calendars/](http://www.sjsu.edu/provost/services/academic_calendars/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/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](http://www.sjsu.edu/advising/) 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), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course.

- “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.”
- “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](http://www.sjsu.edu/senate/docs/S07-2.pdf) 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](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

### **Campus Policy in Compliance with the American Disabilities Act**

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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) 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](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

### **Student Technology Resources**

Computer labs for student use are available in the [Academic Success Center](http://www.sjsu.edu/at/asc/) at <http://www.sjsu.edu/at/asc/> located on the 1st floor of Clark Hall and in the Associated Students Lab 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 DV and HD digital camcorders; digital still cameras; video, slide and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens and monitors.

### **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 10<sup>th</sup> 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](http://peerconnections.sjsu.edu) at <http://peerconnections.sjsu.edu> for more information.

## **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) at <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. (Note: You need to have a QR Reader to scan this code.)



## **SJSU Counseling Services**

The SJSU Counseling Services is located on the corner of 7<sup>th</sup> Street and San Fernando Street, in Room 201, Administration Building. Professional psychologists, social workers, and counselors are available to provide consultations on issues of student mental health, campus climate or psychological and academic issues on an individual, couple, or group basis. To schedule an appointment or learn more information, visit [Counseling Services website](http://www.sjsu.edu/counseling) at <http://www.sjsu.edu/counseling>.

**HSPM 100W, Sections 01 & 03 (Mon. & Wed.) & Section 02 (Tues. & Thurs.)**

**Spring 2015**

**HSPM 100W Course Schedule**  
*(Subject to change with fair notice)*

**Course Schedule**

<b>Week</b>	<b>Date</b>	<b>Topics, Readings, Assignments, Deadlines</b>
	Tue. Jan. 22	<ul style="list-style-type: none"> <li>➤ Introduction to the course, norms, expectations, course overview, SJSU requirements, MLK library support, etc.</li> </ul>
<b>1</b>	Mon. & Wed. Jan. 26 & 28  Tue. & Thur. Jan. 27 & 29	<ul style="list-style-type: none"> <li>➤ Introduction to the course, norms, expectations, course overview, SJSU requirements, MLK library support, etc.</li> <li>➤ Assessment exercise(s)</li> <li>➤ Brainstorming &amp; Outline</li> <li>➤ Baby steps toward conducting research</li> </ul> <p><b>Handout:</b> <i>What is in a name?</i>  <b>Handout:</b> <i>Evaluation of Webpages / "Introduction"</i></p> <p><b>In class writing</b></p>
<b>2</b>	Mon. & Wed. Feb. 2 & 4  Tue. & Thur. Feb. 3 & 5	<ul style="list-style-type: none"> <li>➤ The function of writing styles. Initiate a conversation with peers regarding differences and preferences when it comes to writing research. What is your style? What are some persuasive techniques you use to present your research?</li> <li>➤ Finding my researcher's voice and topic</li> </ul> <p><b>Handout:</b> <i>The Basics: A Refresher</i>  <i>Intro, body, and conclusion</i>  <b>Handout:</b> <i>Exploring Your Passion</i></p> <p><b>PPT:</b> <i>Academic Writing: A Short Review</i></p> <p><i>Submit:</i> Tourism/hospitality issues to consider for news article(s) searches and white paper assignment</p> <p><b>In class writing</b></p>
<b>3</b>	Mon. & Wed. Feb. 09 & 11	<p align="right"><b>Due:</b> <i>What is in a name?</i></p> <ul style="list-style-type: none"> <li>➤ <b>Quiz</b></li> <li>➤ Business letter discussion (Focus is diversity/equity)</li> </ul>

Week	Date	Topics, Readings, Assignments, Deadlines
	Tue. & Thur. Feb. 10 & 12	<p><b>PPT:</b> <i>Formatting, biased &amp; unbiased language</i></p> <p>Class convened at MLK Library, room 219 Wed. 02/11 &amp; Thur. 02/12 — 9:00-10:15</p>

4	<p>Mon. &amp; Wed. Feb. 16 &amp; 18</p> <p>Tue. &amp; Thur. Feb. 17 &amp; 19</p>	<ul style="list-style-type: none"> <li>➤ Prepare a draft of the <i>Problem of Practice</i> early in the week. Share the draft of your paper with one peer in class to receive constructive feedback prior to submission deadline.</li> <li>➤ <i>Problem of Practice</i>: A discovery experience</li> </ul> <p><b>Handout:</b> <i>Cover page</i> <b>PPT:</b> <i>Cover page, Headings &amp; Subheadings</i></p> <p><b>In class writing</b></p>
5	<p>Mon. &amp; Wed. Feb. 23 &amp; 25</p> <p>Tue. &amp; Thur. Feb. 24 &amp; 26</p>	<p style="text-align: right;"><b>Due: <i>Business Correspondence</i></b></p> <ul style="list-style-type: none"> <li>➤ Self reflective exercise The Outline: What might be my <b>section headings</b> in my research paper?</li> <li>➤ Taking notes from peer reviewed journals While reading a copy of refereed journal you plan to use for your <i>Literature Review</i> assignment, practice the art of <i>taking notes</i>.</li> <li>➤ Transitions between sections and paragraphs</li> <li>➤ Initiate a discussion with instructor and peers on the words you are finding in journals that appear to be “transitions” phrasing between sections or between paragraphs.</li> </ul> <p><b>Handout:</b> <i>Five Steps to Successful Writing</i></p> <p><b>PPT:</b> <i>Write an Outline</i></p>
6	<p>Mon. &amp; Wed. Mar. 02 &amp; 04</p> <p>Tue. &amp; Thur. Mar. 03 &amp; 05</p>	<ul style="list-style-type: none"> <li>➤ <b>Quiz</b></li> <li>➤ APA Text: <i>Most Used Pages</i> Mark your pages in your APA textbook prior to completing and submitting your <i>Literature Review</i></li> </ul> <p><b>Handout:</b> <i>Literature Review</i></p> <p><b>In class writing</b></p>
	<p>Mon. &amp; Wed. Mar. 09 &amp; 11</p>	<p style="text-align: right;"><b>Due: <i>Problem of Practice</i></b></p> <ul style="list-style-type: none"> <li>➤ <b>Quiz</b></li> </ul>

<b>7</b>	Tue. & Thur. Mar. 10 & 12	<ul style="list-style-type: none"> <li>➤ In-text referencing</li> <li>➤ You will need to be able to demonstrate in your writing the difference between the “paraphrase” and the “quote”</li> </ul> <p style="text-align: center;"><b>In class writing</b></p>
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<b>8</b>	Mon. & Wed. Mar. 16 & 18  Tue. & Thur. Mar. 17 & 19	<p style="text-align: right;"><b>Due: Literature Review</b></p> <ul style="list-style-type: none"> <li>➤ Review: Grammar What are your challenges? Do you need to set up 1:1 appointment with the Writing Center staff? Meet with instructor.</li> </ul> <p><b>Handout &amp; PPT: Issue brief / Policy Brief</b> <b>PPT: Citing Sources</b></p> <p style="text-align: center;"><b>In class writing</b></p>
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<b>9</b>	Mon. & Wed. Mar. 23 & 25  Tue. & Thur. Mar. 24 & 26	<b>SPRING RECESS</b>
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<b>9</b>	Mon. & Wed. Mar. 30 & Apr. 01  <del>Tue. &amp; Thur.</del> <del>Mar. 31 &amp; Apr. 02</del>	<ul style="list-style-type: none"> <li>➤ <b>Quiz</b></li> </ul> <p style="text-align: center;"><b>PPT: Research Paper</b></p> <p style="text-align: center;"><b>In class writing</b></p>
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<b>10</b>	Mon. & Wed. Apr. 06 & 08  Tue. & Thur. Apr. 07 & 09	<p style="text-align: right;"><b>Due: Issue Brief</b></p> <ul style="list-style-type: none"> <li>➤ General review, APA &amp; handouts Assignments given</li> <li>➤ Research meeting * Continue searching for remaining sources * Meet with the reference librarians and instructor</li> </ul>
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<b>11</b>	Mon. & Wed. Apr. 13 & 15  Tue. & Thur. Apr. 14 & 16	<ul style="list-style-type: none"> <li>➤ <b>Quiz</b></li> <li>➤ Students preparation for Research Paper</li> </ul> <p style="text-align: center;"><b>In class writing</b></p>
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<b>11</b>	Mon. & Wed. Apr. 20 & 22	<ul style="list-style-type: none"> <li>➤ Bring your APA manual and plan for discussion of revisions</li> </ul>
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<b>12</b>	Tue. & Thur. Apr. 21 & 23	<b>PPT &amp; Video Recording</b>
<b>13</b>	Mon. & Wed. Apr. 27 & 29  Tue. & Thur. Apr. 28 & 30	<b>Due: Research Paper</b>  ➤ Prep for visual presentation ➤ Research paper prep for Visual Presentation  <b>In class writing</b>
<b>14</b>	Mon. & Wed. May 04 & 06  Tue. & Thur. May 05 & 07	<b>Due: Visual Presentation</b>
<b>15</b>	Mon. & Wed. May 11 & 13  Tue. & Thur. May 12 & 04	<b>Presentations continued</b>  <b>May 13: Last Day of Instruction</b>
	May 18-21	<b>Final Examinations</b>