

San José State University

Department of Hospitality, Tourism & Event Management

HTEM 100W Online

Course and Contact Information

Instructor: Mahsa Modirzadeh (Mrs. Modir)

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Online Office Hours: T/Th 10-11 am / by appointment

Prerequisites: Completion of English 1B with a C or better, completion of core GE, satisfaction of the Writing Skills Test, and upper division standing.

GE/SJSU Studies Category: SJSU Studies Area Z

Course Format: This course is one hundred percent online. You will need a reliable Internet and computer.

Course Description: Instruction and practice in reading, discussing, and writing about issues germane to the student's major field of study. ABC/NC. 3 units.

Course Learning Outcomes (CLO)

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. The course will focus on four broad areas of competence: mastery of discipline-specific genres, both oral and written; mastery of the mechanics and style appropriate to business communications; mastery of research strategies including the ability to locate, utilize, and cite appropriate sources; and mastery of the process of business writing.

GE Learning Outcomes (GELO)

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

GELO 1 Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression

GELO 2 Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings

GELO 3 Organize and develop essays and documents for both professional and general audiences.

GELO 4 Organize and develop essays and documents according to appropriate editorial and citation standards

GELO 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 Create an effective job search strategy, resume and cover letter.

CLO 2 Write a formal business report using APA format.

CLO 3 Critique and revise ineffective business documents.

CLO 4 Write effective and audience-appropriate business documents, including letters, memos, electronic messages, and information research report.

CLO 5 Communicate and collaborate in one-on-one, small groups, and large group situations online.

Required Textbook

Your textbook is "**Business Communications Essential**" by **Bovee' and Thill 14th edition**. It is available online through the Pearson Publisher. Please see Module one on Canvas for more information on how to purchase the book.

Technology requirements / equipment / material

1. Reliable Internet

2. Reliable Computer

3. Online Course book

Library Liaison (Optional)

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: Laurie.borchard@sjsu.edu. Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments^[SEP]

PORTFOLIO 1 CONTENT: Résumé, Cover Letter, Job Posting

PORTFOLIO 2 CONTENT: Follow-up, Inquiry, Request for Time Extension, Acceptance, Decline, Resignation, Counter Offer/Negotiation

PORTFOLIO 3 CONTENT: Routine Message, Negative Message, Persuasive Message

CAREE RESEARCH PROJECT:

This project has multiple parts:

1. Company 1 SWOT Analysis
2. Company 2 SWOT Analysis
3. Conclusion
4. Presentation

Failing to submit any part of this Final Project (CRP) will result in an F for the class.

Assignment/Activities	Weight	Learning	Min. Words
Warm-ups	10%	Objectives 2,4,5	
Quizzes	10%	2,4,5	
Stimulations	10%	2,4,5	
EOS Writing Assignments	10%	1,2,3,4,5	(200x15)3000
My story/Picture	3%	1,2,3,4,5	300
• Portfolio 1	15%	1,2,3,4,5	600
• Portfolio 2	10%	1,2,3,4,5	(200x7)1400
• Portfolio 3	10%	1,2,3,4,5	(300x3)900
Career Research Project	20%	1,2,3,4,5	2000
Career Research Project Presentation	3%		
Extra Credit (Grammar Tests) Pearson	1%		Grade will be granted upon completion of all parts

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

Final Examination or Evaluation

This online class does not have a Final Exam. Final grade is cumulative. Your Final Career Research Paper is considered as your final Project. Failing to complete any section of it will result in an “F” for the course.

Grading Information

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

Determination of Grades

This course must be passed with a C or better as an SJSU graduation requirement.

The final grade is determined by the number of points earned from the completion all assignments. The total final percentage will determine the final grade. This class is not graded on a curve and grades will not be rounded.

A: Completes all parts of the assignment. Well-organized, well-developed, and displays a clear sense of audience and purpose. Uses business language appropriately, including APA citations when necessary. Adheres to the conventions of written business English.

B: Completes all parts of the assignment but may show some flaws in organization, development, sense of audience and purpose, or use of the conventions of written business English. Overall the assignment is well done with only minor corrections needed. Meaningful participation and interaction with other students is absent.

C: Completes all parts of the assignment but shows weakness in basic organization, development, sense of audience and purpose, or use of the conventions of written business English. The assignment needs correcting in more than one area. Participation

with other students is absent.

D: Fails to complete all parts of the assignment or shows egregious deficiencies in the use of business English. The assignment needs correcting in many areas. Participation and interaction with other students is absent.

Evaluating Written Assignments

In general, assignments will be evaluated on their effectiveness. In addition to the checklists provided in the textbook, the following guidelines will also be used to evaluate your assignments:

- Is the “you” attitude—courtesy and consideration for the audience—consistently present?
- Has all the necessary information- and only the necessary information-been included?
- Are grammar, punctuation, mechanics, and vocabulary correct?
- Is the format attractive and appropriate?
- Was the document submitted on time, as expected in the business world?

Notes:

- Final grades are final. Decimal point averages above a .5% will not be rounded up.
 - Extra credit is provided upon **completion of all grammar tests** provided in the Modules provided for you.
1. **Assignments:** Complete all written assignments with standards that reflect the workplace. This includes *promptness* (meeting due dates), *presentation of documents* (applying uniformity in formatting, margins, and font style), and *grammatical accuracy* (editing for grammar and mechanics). Maintaining academic integrity reflects business ethics in the work context.
 2. **Due Dates:** Failure to submit assignments by due dates will affect a student’s grade. Emergencies should be communicated and documented to the instructor as soon as possible, and before a due date – the key is to communicate with me *early*.
 3. **Format:** All work should be typed, using appropriate format – standard 1” margins and 11- or 12-point Times New Roman (Arial or Tahoma) font. In general, letters and memos should be single-spaced with spacing in between paragraphs (block letter format).
 4. **Back-up Copies:** Save backup copies of your work on your hard drive or elsewhere. Technological reasons, such as computer crashes, problems with Internet access, or Canvas closing are unacceptable reasons and therefore will result in an F or a Zero for the assignment.

5. **Feedback for Assignments:** After completing your assignments, be sure to read my feedback and or the rubric provided for you. This will help you perform better on your future assignments.
6. **Citing Sources:** You are required to use **APA citation style (pages 595-596 in the textbook)** for citing sources in your research.. Although this class covers business writing, APA style is frequently used for academic assignments beyond English 1A and 1B.
7. **Grammar/Mechanics:** Errors in grammar, spelling, and punctuation can affect the overall flow of written communications. My grading regarding grammar will reflect the formality of final documents presented in the workplace. Students should have an understanding of basic business English grammar rules. These will not be covered extensively in the course. Students who need more practice and assistance with grammar should visit me during office hours, and also seek tutoring. See **Student Resources** information via Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

Classroom Netiquette

Following online etiquette for this class is mandatory. For better understanding of these rules and regulations, refer to the first module on canvas and read “**9 Netiquette Guidelines Online Students Need to Know**” carefully.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Online LLD 100WB Course Schedule Tentative Schedule

Week 1	<ul style="list-style-type: none"> • Read Ch. 18 • PPT • Warm Up • Stimulation • Quiz • EOC • My Story • Job Posting • Resume
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Week 2	<ul style="list-style-type: none"> • Read Ch. 19 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Cover Letter
Week 3	<ul style="list-style-type: none"> • Read Ch. 1 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Follow Up Message [L][SEP] • Message of Inquiry [L][SEP]
Week 4	<ul style="list-style-type: none"> • Read Ch. 2 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Time Extension [L][SEP] • Letter of acceptance [L][SEP]
Week 5	<ul style="list-style-type: none"> • Read Ch. 3 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Salary Negotiation [L][SEP] • Declining a Job Offer [L][SEP]
Week 5	<ul style="list-style-type: none"> • Read Ch. 4 • PPT [L][SEP] • Warm Up • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Letter of Resignation • Career Research Project Instructions [L][SEP]
Week 7	<ul style="list-style-type: none"> • Read Ch. 5 [L][SEP] • PPT [L][SEP]

	<ul style="list-style-type: none"> • Warm Up [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • SWOT Analysis 1 (Company 1) [L][SEP]
Week 8	<ul style="list-style-type: none"> • Read Ch. 6 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Quiz [L][SEP] • EOC
Week 9	<ul style="list-style-type: none"> • Read Ch. 13 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • SWOT Analysis 2 (Company 2) [L][SEP]
Week 10	<ul style="list-style-type: none"> • Read Ch. 14 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP]
Week 11	<ul style="list-style-type: none"> • Read Ch. 15 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • SWOT Analysis Conclusion [L][SEP] • SWOT Analysis Presentation
Week 12	<ul style="list-style-type: none"> • Read Ch. 10 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP] • Quiz [L][SEP] • EOC [L][SEP] • Routine Message [L][SEP]
Week 13	<ul style="list-style-type: none"> • Read Ch. 11 [L][SEP] • PPT [L][SEP] • Warm Up [L][SEP] • Stimulation [L][SEP]

	<ul style="list-style-type: none"> • Quiz [L] [SEP] • EOC [L] [SEP] • Negative Message [L] [SEP]
Week 14	<ul style="list-style-type: none"> • Read Ch. 12 [L] [SEP] • PPT [L] [SEP] • Warm Up [L] [SEP] • Stimulation [L] [SEP] • Quiz [L] [SEP] • EOC [L] [SEP] • Persuasive Message [L] [SEP]
Week 15	<ul style="list-style-type: none"> • Read Ch. 13 [L] [SEP] • PPT [L] [SEP] • Warm Up [L] [SEP] • Stimulation [L] [SEP] • Quiz [L] [SEP] • EOC [L] [SEP]
Week 16	