

SJSU | DEPARTMENT OF ENGLISH AND
COMPARATIVE LITERATURE



Raw Participant Responses

Essential On-the-Job Communication Skills Required for Business Majors

Laimin Lo | Fall 2018

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The raw response data included in this brief are from the Writing Across the Curriculum WAC Study titled *Essential On-the Job Communication Skills for Business Majors*.

Survey participants are former students of Laimin Lo who took her: 1) ENGL100WB from F2013 through S2018; BUS100W from F2005 to F2006; BUS130 in S2007; or ENGL1B from F2012 to S2013. Many students have graduated, but a substantial number are still currently enrolled at SJSU.

The survey was sent to 308 ENGL100WB students (8 emails bounced), 79 BUS100W stu-

dents (8 emails bounced), 29 BUS130 students (4 emails bounced), and 48 ENGL1B students (2 emails bounced). A total of 109 completed (or partially completed) surveys were received—a 24.7% response rate.

Minor demographic data (including the respondent's major, date of graduation, job title, years of work experience, and salary information) accompany the raw data. Not all students completed these fields, but the data from those who did are included.



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RESPONDENT #12**I wish we had learned
more about negotia-
tion and soft skills.**

—

Three open-ended questions were included in the survey among the predominately ranking type questions.

FREQUENT WRITTEN COMMUNICATIONS

What type of writing do you do most often in your current job? Please list or describe the TOP 3 to 5 most frequent types of writing you have done in your career. (Feel free to elaborate as much as you like or list more than the top 3.)

MUST-HAVE CAREER SKILLS

Are there any communication skills that you wished you learned at SJSU prior to graduation? Please describe any communication situations, applications, or tasks that you had to learn on-the-job that your courses here at SJSU did NOT prepare you for. (Elaborate as much as you like.)

ADDITIONAL COMMENTS

Are there any additional comments you wish to add? Please use this area to provide insights on how we can empower ENGL 100WB instructors to develop course materials and assignments to better prepare juniors and seniors for on-the-job communication situations and task after they graduate from SJSU.



Raw Responses



RESPONDENT #5

BS, Business Administration, Concentration in Marketing, 2009
Senior Deliverability Specialist at Oracle
9 years years total work experience

Must-Have Career Skills: I wish we covered how culture plays into communication style in the workplace. For example, the expectation that's set in school is to be 'professional'. That can mean different things at different companies. When I left SJSU, I started at smaller online retailer. Professionalism wasn't what defined success, but the interpersonal relationships that you built did. That includes happy hours, work events, and other 'Silicon Valley' like things to do. As I've continued in my career, now at Oracle Cloud (OMC), I find that how you communicate in relaxed settings is likely more important than in professional ones because it almost 'sets a tone'. I understand that my point of view is a little biased. I've only worked at on-line tech companies, and that isn't going to be the case for all your students. I just think Bay Area culture, and the role it plays, can be better addressed in the classroom. Note: This depends on the team you're on. Sales and services have slightly different expectations. If anything, how they 'break bread' ends up being even more important in how successful they are.

RESPONDENT #6

BS, Business Administration,
Concentration in Management, 2019
Admin Assistant at Securitas (On-site at Lumentum)
1 year or less total work experience

Frequently Used: Email, Press Release, and Presentations

Must-Have Career Skills: 1) Network naturally with colleagues; especially with higher ups. 2) Do's and don'ts jump-starting your career (i.e. feedback review, what to ask or not to ask, and etc.)

Additional Comments: There's not enough

time to prepare students to master communication situations on-the-job after graduation.

RESPONDENT #7

BS, Business Administration, Concentration in Finance,
Current SJSU Undergraduate Student
Operations Assistant at KMI
1 year or less total work experience
Current Salary: \$16.50/hr part-time

Frequently Used: My writings are mostly brief emails or small bullets of work I did throughout the week. I also did marketing tasks for two internships, and when I posted articles for those internships I wrote small quirky headlines. 1) Brief Emails, 2) Brief Work Reportings, and 3) Article Postings.

Must-Have Career Skills: More technical skills the sales force program was nice but I just did a step by step instead of real work with the program.

RESPONDENT #9

BS, Business Administration, Concentration in Marketing, 2008
Sr. SEO Manager at CafePress Inc.
10 or more years total work experience
Current Salary: \$90,000

Frequently Used: Sr. SEO Marketing Manager/Director position.

1. Reports - Either it be; proposals, market research summaries with plan of action, post project reports and presentations.

2. Persuasive-Both in writing and verbal on the spot sales of an idea or support a not-so-popular recommendation.

3. Elevator Pitch - Apply the ingredients of an elevator pitch to EVERYTHING! Everything like the summary of LinkedIn Profile, an executive summary, to answer the interview question "tell me about yourself," talking to executive about how your department is doing. The key is to concise and to the point. Applying different ingredients of an Elevator Pitch makes sure people don't get lost in the conversation from the begin-

ning. Also shows confidence and make liking you easier for other people.

Must-Have Career Skills: How to make people like you (ie. Dale Carnegie). How to small talk with new people. How to be persuasive in an unpopular pitch. In SEO, nothing is certain until we try. What might work for another domain might not work for others. So a lot of what I do is talk to Executives about why we should NOT do something they read in an article. Or why we SHOULD do something that didn't work for that other website. Even, why we should test this thing that no one else has done and put \$100k's into this test with ZERO supportive data, just strong theory. These skills of sales, persuasiveness, and resourcefulness (bullshitting) are exercised weekly.

RESPONDENT #10

*BS, Business Administration, Concentration in Management, Current SJSU Undergraduate Student
COO at Dr. Rath International, Inc.*

Frequently Used: The most common form of writing I do in my position is email. I send or receive close to 100 emails per day. Many of these I am copied on so that I am aware of issues. Others require just quick clarification from me. At least 5 per day are critical things where I am either giving specific instruction to employees, or providing detailed reports to senior management. The ability to construct a clear and concise email is imperative to successful delegation. The second most common form of writing I do is marketing copy. Here, getting a point across to a specific audience with minimal wording is the goal. The third most common writing I do is persuasive reports to provide important information to key stakeholders. Often this is information that they do not want to hear, and must be conveyed in such a way that allows them to make correct decisions.

Must-Have Career Skills: Knowing when not to communicate is as important as knowing how to communicate. Timing and nuance are

of critical importance, and no one addresses this at SJSU. I'm not sure how one would go about teaching such judgement in a college course, but at least covering it as a concept would probably be helpful to people.

RESPONDENT #11

*BS, Business Administration, Concentration in Management Information Systems, 2015
Integration Lead at Cloudera
3 years total work experience
Current Salary: \$85k + bonus + RSUs*

Frequently Used: Email and instant messaging, Presentations (building the slides as you present them instead of putting it all up there), and Analytical Reports

Must-Have Career Skills: Salary Negotiation and promotion

RESPONDENT #12

*BS, Business Administration, Concentration in Management, 2015
General Manager at International Auto Center INC
3 years total work experience*

Frequently Used: I mainly send emails to customers or insurance companies, using proper business format. I occasionally respond to reviews by customers on different websites. I rarely send formal letters to anyone, other than government agencies.

Must-Have Career Skills: I wish we had learned more about negotiation and soft skills. Also, the sense of responsibility is something that I see lacking in many recent hires, and they only learn that once they face consequences on the job. I mainly communicate orally at my job but I do plenty of writing as well. We had a lot of emphasis on writing, so our writing is decent upon graduation, but our oral communication skills are lacking. Some more emphasis on these should be helpful to students, especially the oral communication portion. I think we need to emphasize more not only on presentations, but also negotiation and the ability to gauge a situation and people

and act accordingly.

Additional Comments: Focus more on oral communication and how to deal with the harshness of the real world.

RESPONDENT #13

BS, Business Administration, Concentration in Management, 2018
Purchasing intern at Deep Ocean Engineering
1 year or less total work experience

Frequently Used: Emails, phone conversation, and rfq (purchasing job, not relevant to other field)

Must-Have Career Skills: I hope that SJSU would offer professional writing courses that are not graduation requirements. Courses that can help improve on business writing for 1 or 2 credits, nothing too serious.

RESPONDENT #14

BS, Business Administration
Concentration in Accounting, 2016

Must-Have Career Skills: N/A. I believe you (Professor Lo) prepared us very well! Thanks for your great course :)

RESPONDENT #15

BS, Business Administration, Concentration in International Business, 2017
Executive Marketing - Content at Aptitude Software
1 year or less total work experience
Current Salary: \$50,000

Frequently Used: Technical blog writing, Email - Instructional and sales/persuasive, Copywriting for website, Brochures, and Powerpoint

Must-Have Career Skills: Copywriting and content Marketing.

RESPONDENT #16

BS, Business Administration, Concentration in Accounting Information Systems, 2008
General Manager at Food Bowl 99
10 or more years total work experience
Current Salary: \$86,000





Frequently Used: The top 4 types of writing I do in my current job in no specific order: Analytical Reports (sales analytics), Executive Briefs (staffing/scheduling related issues), Formal Business Letters (communications with vendors with infrequent but high value orders), and Memos (communications with smaller vendors with high frequency, low dollar value orders). Regarding analytical reports, I find that the most difficult thing is identifying what is salient about the massive amount of data that comes from a simple sales database. Because there are both technical and non-technical stakeholders, it is important to identify information that is not only timely, but relevant to the audience. These bi-weekly emails can take up to two hours to write and involve drafting a long version and then trimming it down to consumable chunks using headers, line breaks, and more for readability. Executive briefs going to managerial staff are generally short but require the utmost conciseness and clarity since these stakeholders are more interested in action and not rationale. The content also requires a high level of organization since the majority of it involves describing work schedules, staffing gaps, and other HR related issues.

Formal business letters are some of the least frequent letters written to vendors when seeking RFQ's or similar. These are usually of medium difficult and medium organization since

they normally deal with communicating our existing business processes and our goals for process optimization through use of software or hardware solutions. The technical nitty-gritty generally comes during conference calls. Our store's ordering system is quite informal, utilizing short memo's or order lists to vendors. My own workflow translates pre-formatted Excel workbooks into order lists that are pre-formatted for vendor readability and order accuracy. This is the most mechanical of my writing tasks and is done multiple times on a daily basis.

Must-Have Career Skills: My personal communication style is one of excess where I sometimes have difficulty defining boundaries. In tiered team environments with multiple levels of management and engagement, I wish I had a better understanding of how to define communication scope and boundaries. One issue I faced when working in professional services was that although I was quite interested in all the details of a client engagement and staffing issues, the engagement manager was simply too busy and not interested in hearing about the smaller details and rather wanted to have those handled by my senior. Although I communicated equally to both my senior and my engagement manager, the material communicated was only relevant to the senior and not the manager. This was actually noted on my first performance review.

Additional Comments: The first resumes I ever wrote were the year of my graduation. The next resumes I wrote were until nearly a decade later. The entire industry behind Applicant Tracking Systems (ATS) for resume scanning/keyword flagging is something I hope that 100WB students are currently being taught.

RESPONDENT #17

BS, Business Administration, Concentration in Marketing, 2005

Station manager at San Francisco Municipal Transportation Agency

1 year or less total work experience

Current Salary: \$50,000

Frequently Used: The type of writing I do in my current job is expository writing. I write reports and logs about the traffic I see at my workplace. There are some narrative writing moments where I try to tell a story of some customer testimonials given to me during a shift. I would also use descriptive writing when the feedback I collect has action words in it.

Must-Have Career Skills: Yes, there are. I had a lot of trouble getting a full time job or moving on from my current job. I had the same job before I graduated and it would be great if there are ways to learn how to better answer interview questions without beginning with the phrase "You know" or "so". I was hoping there would be some things I could learn so that I can improve my chances of being offered a full time job. I have been interviewing many times but still no offer. No course has taught me how to make not getting a job offer a thing of the past.

RESPONDENT #18

BS, Business Administration, Concentration in Management, 2017

Office Associate Floater at The Millennium Group

1 year or less total work experience

Current Salary: \$34,000

Frequently Used: 1) Email, it is the most common form of written communication I used in my current job. From making announcements,

to corresponding on projects and tasks, email is by far my most heavily utilized form of written communication. 2) Instant Messaging, many times when I'm doing reception or more administrative work, IM is the fastest way to reach out to someone and will usually get a faster response. I also find that people tend to use a more casual tone when typing in IM. 3) Presentations, even though I have not had to create a presentation in my job, I made at least one every semester during college. It is probably the most important form of written communication for students to learn since it will be a frequently assigned project in the majority of classes. Many businesses will rely on presentations to educate about their products and services, inform stakeholders about the results of company performance, and to propose ideas and strategies.

Must-Have Career Skills: No, every situation I've been in and task I've had to perform in my job was covered in Business Writing and Communication (Eng 100WB).

RESPONDENT #19

BS, Business Administration, Concentration in General Business, 2015

Inventory Analyst at Jabil

2 years total work experience

Current Salary: \$58,000

Frequently Used: In my current job about 90% of communication is done via email. Most of the emails I receive and send out are project/tasks updates. I also tend to send and receive emails with persuasive proposals to improve processes. However, the proposals tend to be small and easy changes that can be explained in a few sentences.

Must-Have Career Skills: I would like to have more knowledge on how to negotiate a salary. Currently, I'm trying to negotiate a better salary to take on a different role within the company.

Additional Comments: Email etiquette/ communication should be emphasized. I was surprised on how often and important email is to communicate.

RESPONDENT #20

BS, Business Administration, Concentration in Accounting, 2016

*Assurance Staff 2 at Ernst & Young
2 years years total work experience*

Current Salary: \$65000

Frequently Used: Emails, mostly to communicate to my clients and audit teams. Memos are a daily part of our work, we are always documenting procedures performed and communicating this through memos. PowerPoint can be important when presenting to your managers and above. Crisis communication/negative news/delays in work can be very important in auditing; nothing is ever running perfectly and we have to communicate to our teams and our clients when something comes up.

Must-Have Career Skills: Delivering bad news to a client is something I had to learn on the job and was not prepared for via my college courses. I feel though that this can be difficult to teach as each client will react differently.

RESPONDENT #22

BS, Business Administration, Concentration in Marketing, 2016

Demand Generation Specialist at Skyhigh Networks (McAfee)

2 years total work experience

Current Salary: \$77,000

Frequently Used: 1) Emails - to my internal marketing team, to the executives, to outside vendors. My voice and tone are different in all three emails. 2) Persuasive messages - for the sales guys. It has to be short, not sweet, and direct. Otherwise, they won't see the value of the message for themselves. 3) Paid Online Advertisement Content - knowing my audience is EXTREMELY important in this case. Example: folks who would be searching for my product are CISOs, CIOs, and VPs of IT - they need to understand why my product is valuable to their org in 150 characters or less. 4) Analytical Reporting/Presentations - I'm managing all

marketing ops, all demand generation, and all online campaigns. I need to be able to translate what I see on ALL my salesforce dashboards to my execs and explain the health of the marketing funnel and why we are performing the way that we are so they can make decisions going forward.

Must-Have Career Skills: Negotiations - I am learning the hard way to negotiate with vendors on pricing and line items within our contracts. I would've liked to be able to handle this on my own without needing to ask my manager how to deal with it. Luckily, my manager was kind enough to lend me some tips.

RESPONDENT #23

Graduated from SJSU with BS or BA in Business, 2015

*gRude Transportation Coordinator at Genentech
2 years total work experience*

Current Salary: \$74,000

Frequently Used: 1) General email conversations- you would be amazed at how some emails are formatted and how people get judged for it; 2) SOP- I have created more of these than I ever thought I would; 3) Slides!!!!- I have become the front runner for beautifying and simplifying slide decks for my team; 4) Marketing Collateral- SO MANY BROCHURES! I get to visually construct them and write them; and 5) Communication Articles- now that I am in this transportation world, updates and new programs never stop. I am a part of three teams on campus to communicate out Genentech Transport updates.

Must-Have Career Skills: How to write content on a website. This is my current challenge right now. What is necessary to write? How to describe something new without being too wordy. Being precise and enticing.

Additional Comments: You will gal into things you like to do if you show that you are capable of doing it. People will take a chance on you if you're a good worker.

RESPONDENT #24

Graduated from SJSU with BS or BA in Business

Employed at Stanford

1 year or less total work experience

Frequently Used: Letters, Emails, and Notes

RESPONDENT #25

*BS, Business Administration, Concentration
in Management, 2015*

*Operations Manager and Customer Success Represen-
tative at Next Force Technology*

3 years total work experience

Current Salary: \$70,000

Frequently Used: (1) As a startup, we rely a lot on effective documentation of processes and procedures that can be easily replicated as the team expands. I send a great amount of time capturing these procedures. Must be detail oriented, as explicit as possible but use a language easy to follow. (2) My company relies heavily on user feedback to continue to build a strong product. Marketing campaigns with a persuasive language is another type of writing that is essential in this job. (3) I also prepared daily, weekly, and monthly reports for our

clients that includes a deep analysis on their performance and best practices to achieve a better use of our product.

Must-Have Career Skills: I wish I knew more about salary negotiation. This could have been really helpful. Especially when trying to land a first job. Though we are new in the professional work field, to have a level of confidence and know how to negotiate is key to know your worth and selling yourself.

Additional Comments: I took ENGL100WB with Professor Lo and I cannot emphasize how thankful I am to this Professor. She gives you tough love but that's exactly what you need in order to succeed in the "real world". Working in the Silicon Valley is TOUGH! So many talented people, with much more experience. There are tons of people that are always going to be much smarter than you. So you have to find ways to try to cover as much ground as possible to stand out. Taking that class allowed me to be much more confident and not second guess my abilities.





The materials covered in this class were exactly what I needed. Starting from the firm, strong hand shake learned in the first day of class, to embarrassing yourself and dance in front of everyone to shake off the nervousness before presenting. All of that that I hated at that point has become extremely helpful and valuable today. There really is not anything I would add to this course. And I am sure it has become even better since 2015 when I took the class. It covers pretty much everything I have needed in my job. The rest, I guess we just have to learn as we go depending on the type of company you go to.

RESPONDENT #26

BS, Business Administration, Concentration in Management Information Systems, 2018

Frequently Used: 1) Responsive Emails; 2) Resume changes; and 3) Analytical reports

Must-Have Career Skills: Over the phone communication. I have trouble interrupting the other person when on the phone.

RESPONDENT #27

BS, Business Administration, Concentration in Management Information Systems, 2017
Client Success Specialist at Indeed
2 years total work experience
Current Salary: \$60,000

Frequently Used: (1) Memos: Memos are used to document events on CRM, ERP, issue tracking, and project management software systems. (2) Email: This is my preferred method of communication. Via email, I can send succinct messages, easily send links and media, and respond to messages at my convenience. (3) Persuasive messages: I use persuasive messages when providing alternative solutions or perspectives. (4) Presentations: I present several times a week. Most of my presentations are product or process related.

Must-Have Career Skills: Negotiation would have been a good skill to learn. At the start of my career, I was not a good negotiator. I was easily intimidated and persuaded to yield. After two years of negotiations, I am now more confident in my skills.

Additional Comments: Professor Lo provided a

learning environment that prepared me for the real world. All teachers should provide a more engaging class. Although Professor Lo's class was very difficult, I learned the tools necessary to be professional and thrive in my career.

RESPONDENT #29

BS, Business Administration, Concentration in General Business, 2016
Data Entry at Upstart
1 year or less total work experience
Current Salary: \$20 per hour

Frequently Used: Emails. All of the emails I write and receive are clear and concise (and really short). You (Professor Lo) teaching us how to write emails helped me greatly. So far at my current job emails are what I write the most. That is why there is only 1 listed instead of 3 to 5. Seeing the format of the emails and the words chosen reminds of the days you taught us how to write emails in class.

Must-Have Career Skills: What to wear for the job interview and on-the-job. I don't remember being taught what is appropriate attire for certain jobs. This was something I figured out on my own by observing, reading many articles online, and looking at various images online. And it depends on the company you work for and the company's culture. At my company we wear business casual or casual clothes (some even wear sweat pants).

RESPONDENT #30

BS, Business Administration, Concentration in Accounting, 2016
Staff Accountant at Boman Accounting Group Inc
1 year or less total work experience
Current Salary: \$52,250

Frequently Used: Most frequently in my job I write emails to clients. It is my main form of communication with clients. The importance of writing a clear and concise email is detrimental to my job. Without it, clients do not know what the status of their project is, what is still needed or who I am. I write to them daily to give them status updates on whether or not a project is delayed, or completed. They appreciate the clear line of communication.

I also use a web based software called Tax Caddy. In it, clients can link investment or bank statements to us and they can also upload documents and send messages. It is very important to communicate through messaging there as well. I can tell my clients what is still missing by giving a brief description of the items. I always will follow up with an email to ensure the client doesn't miss the communication.

Lastly, I write formal business letters. Often times I receive IRS notices from clients that need to be responded to. I will work through the issue and then draft a formal letter to the IRS in response to the notice, and then I will draft a letter to the client letting them know what was done and how to proceed with the notice.

Having good writing skills is and being able to communicate with clients through these skills is invaluable in a workplace setting.

Additional Comments: It is extremely important to have good interpersonal communication skills. The ability to look a client or potential employer in the eye and give a firm handshake is key to a successful job interview and is a good foundation to developing great work habits and skills.

Additional Comments: It is extremely important to have good interpersonal communication skills. The ability to look a client or potential employer in the eye and give a firm handshake is key to a successful job interview and is a good foundation to developing great work habits and skills.

Stressing to students the importance of writing skills will really help introduce them to the work environment. I still use the skills that I learned at SJSU to write business letters, memos and other formal letters.

RESPONDENT #31

BS, Business Administration, Concentration in Marketing, 2015
Inside Sales Representative at FPSS
3 years total work experience
Current Salary: \$45,000

Frequently Used: (1) Email has been number 1 in the last 3 years. Majority of communication has been to customers or internal employees. The most common approach from a Sales and Customer Support perspective is

to have short and to the point emails. This is experience from a small tech company all the way to the steel industry. (2) Self evaluation. It was critical to the company to be able to talk about yourself, what you think did well on, and where you think you need to improve. (3) Persuasive messaging when it comes to Sales. This ties into number 1. Many emails in Sales will go to prospective customers. Messaging was very important.

Must-Have Career Skills: SJSU did not prepare me for the real world. Coursework was very rigid. It felt like we were being told what to do than actually doing anything with any critical thought. In the working world, communication is much more loose than it is made out to be in school. You start to realize that everyone is in the same boat and doing the same thing as you, just at a different company. (Working to eat, play, and sleep).

Additional Comments: Professor Lo, Your class was by far the best communications class. You really push the students to think critically. The 30 second elevator pitch is excellent as I had to memorize an elevator pitch for a prior company. This was so I could learn to discuss the value of the company if I were to meet a stranger. The assignments were very well thought out. When it comes to a cover letter, I found this was only relevant in most government jobs. For a tech company, a quality Resume and LinkedIn was highly sought after. Thank you for everything.

RESPONDENT #32

*BS, Business Administration, Concentration in Accounting, 2018
Admin Assistant at Front St. Administrative Services, LLC; 2 years total work experience
Current Salary: \$38,480*

Frequently Used: Email, HR Forms (pre-employment informational documents), Courtesy/thank you emails (to establish good rapport/peer relationships), Vendor requests, and Document notations (short messages on Post-it notes)

Must-Have Career Skills: No. I do not believe any skills would help me break loose of the following struggles: (1) hyper-focusing on tasks that are somewhat important, but not necessary, (2) working on what I think is important without considering to consult my boss, (3) Assumptions (thinking I understand what others are going through when I clearly do not), (4) Overall hyperfocus - not understanding when something is good enough, and not wanting to let it go.

RESPONDENT #34

*BS, Business Administration, Concentration in Accounting, 2006
Revenue Agent at US Treasury Department
10 or more years total work experience
Current Salary: \$130,000*

Frequently Used: 1) executive brief, 2) memo, 3) analytical report, 4) quarterly self evaluation

RESPONDENT #35

*Graduated from SJSU with BS or BA, 2008
Owner, Self-Employed
10 or more years total work experience*

Frequently Used: At my current job, I do communications primarily via emails and occasional memos.

Must-Have Career Skills: Small talk seems to be very important.

RESPONDENT #36

*BS, Business Administration, Concentration in Accounting, 2007
Senior Credit and Collections Specialist at
9 years total work experience
Current Salary: \$77,000*

Frequently Used: (1) Email- I made sure that I worded my email as diplomatic and friendly as I can in order to promote positive attitude and understanding. (2) Letter to customers- I always make it short and sweet, but direct and deliver my message across the board. I always end the letter with "please let me know if I can be of further assistance".

Must-Have Career Skills: Everything I

learned from SJSU about communication skills are treasures to me.

Additional Comments: Some of the things we learned from school is just a preparation or a tool that we can arm ourselves when we are out there in the wild (work environment). The best lessons were through the experiences we learned on the job that we do not really come across when we were students.

RESPONDENT #37

BS, Business Administration, Concentration in General Business, 2007

Territory Manager at Sigler

10 or more years total work experience

Current Salary: \$250.00

Frequently Used: I usually communicate with my customers, co-workers, and vendors though emails. Requesting quotes from vendors and sending a Po to purchasing department. Write proposals to customers for residential and commercial Hvac equipments and supplies. Business plan for new dealer/ contractors.

Must-Have Career Skills: I wish I had more chance to write business letters and chance to write persuasive, effective and professional emails.

RESPONDENT #38

BS, Business Administration, Concentration in Corporate Accounting and Finance, Left SJSU 2015, Graduated USF 2017

Auditor at Ernst & Young

1 year or less total work experience

Current Salary: \$60,000

Frequently Used: Working in public accounting, I have sent a number of emails to our clients requesting for information, documentation, etc. Email communication etiquette is key to our profession as we are asking for sensitive information and are always requesting evidence from the clients. As auditors, most of our work consist of documenting. The use of professional lan-

guage is required when documenting our procedures performed, stating information about the company, and laws/regulations/guidelines that were implemented as part of the audit. Lastly, just simply using professional language to reach out to other colleagues, managers, and partners shows that you take your job seriously.

Must-Have Career Skills: N/A learned as much as I needed!

Additional Comments: It would be helpful for students to have some kind of activity of how to work with people of different backgrounds/work ethics.

RESPONDENT #39

Minor, Business, 2008

Equipment Technician at SJSU

5 years total work experience

Current Salary: \$58,000

Frequently Used: (1) Informational email i.e. project progress, scheduling, consultation, etc. (2) Hard Copy reports on progress of projects. (3) Recommendation letters for colleagues. (4) Written observations of candidates for positions on staff.

Must-Have Career Skills: Unexpected questions, like "can you start tomorrow?"

Additional Comments: Many of the skills I learned in 100W I use at work on a daily basis for communicating information.





RESPONDENT #40

*BS, Business Administration, Concentration in Management Information Systems, 2017
Cloud Technical Expert at Microsoft
1 year or less total work experience
Current Salary: \$55,000*

Frequently Used: Emails are most common in my current job. I most frequent resume, persuasive messages, and PowerPoints. Resume, cover letter, and biography were the most beneficial part of the class for me. It's helped me elevate my LinkedIn Profile and brand. I was recently recruited through LinkedIn for a company in downtown San Jose. I received my job offer last month!

Additional Comments: I can't speak for other professors because I had Lamin Lo; but I can say that her class prepared me well and gave me the tools I needed for real world situations. I believe the preparation I got from her class paired with my work experience landed me a full time job only 3 months out of college. She not only taught us how to write professionally, but also how to present ourselves, how to dress, and what to expect in the business world. I also learned how to write a professional email and I use what I learned every day when sending emails to my colleagues or customers.

RESPONDENT #41

*BS, Business Administration, Concentration in General Business, 2017
Store Fourth Manager at Sprouts Farmers Market
1 year or less total work experience
Current Salary: \$47,000*

Frequently Used: As part of the store management team at Sprouts, the most frequent forms of writing I encounter are resumes, emails, resignation letters, and evaluations. More importantly, the overall forms of communication taught were just as if not more effective. Having learned how to communicate with customers and employees in a manner that is not only respectful, but effective has been the most beneficial in my career.

Must-Have Career Skills: SJSU prepares students well, the only thing that is lacking is the follow-thru. Lamin's class was helpful because it pushed students to experience real world scenarios, however more classes should be practicing the same. This semester does not allow much time for simulations, therefore they should be incorporated into more classes and across all majors. Pushing for more real world simulations will reinforce the lessons and get students ready for the real world, not just the following semester or two.

Additional Comments: The in class simulations are great, just have more follow through. If a student stumbled, give them a second chance to try again. Keep pushing for students to find the talent and pride within themselves to accomplish any surprise task without fear.

RESPONDENT #42

BS, Business Administration, Concentration in Marketing, 2017

*Department Manager at McDonald's
2 years total work experience*

Current Salary: \$31,620

Frequently Used: (1) Presentation/marketing collateral. This is the main communication way of getting/delivering information to different levels. (2) Project timeline. Even though I would not miss a deadline, having a timeline could help me avoid my bad habit - procrastination. (3) Recommendation letter/formal business letter. Both of them are important. It delivers a very important information, and the format must not be wrong.

RESPONDENT #43

BS, Business Administration, Concentration in Accounting Information Systems, July 2005

Frequently Used: Email, instant message, presentations

RESPONDENT #44

BS, Business Administration, Concentration in Marketing, 2017

*People Operations Administrator at Shape Security
1 year or less total work experience*

Frequently Used: 1) Writing (request) emails. It's important to have good subject lines and write clear and concisely. (2) Survey creation for market research (3) Emails asking customers to participate in something like a survey (call to action).

Must-Have Career Skills: Video interviews-prompted with a question and you have to record your response within 2 mins or so. Then you submit your interview re-

sponses. There's no person interviewing you so you can't ask for clarification or play off body language

Additional Comments: More extensive salary negotiation lesson. Mine was over the phone and there were several calls so it wasn't in person.

RESPONDENT #45

BS, Business Administration, Concentration in Human Resource Management, 2018

HR Intern at Seal Software

3 years total work experience

Current Salary: Contracting @ \$20 per hour

Frequently Used: Emails, Job Description, and Offer Letters

Must-Have Career Skills: I wish I was taught more on how to perfect small talk, how to talk to VPs or CEOs, how to request favors (time off), and how to verbally give bad news.

Additional Comments: It's shameful that easy ENGL 100WB/COMM 100WB teachers are too easy. When taking Strategic Management and my capstone class, I learned it's very difficult to do group presentations because some group members have weaker writing skills and presentation skills causing an overall grade on an assignment to be much lower than it should be.

Ex. Strategic Management 189 Winter Session 2018: Assigned to write a report about a company, group essay and presentation all members must contribute to roughly 5 pages each, we were graded harshly on business professional attire, and overall slide deck. Group members rewrote the same concepts in 5 different ways, light surfaced research, members and other students were deducted points because their argument was "[dressing casually] is how tech industries dress up" slides were prepared last minute, students read from note cards the entire time.

Ex 2. BUS 3158 Compensation: Students cover letters and resumes created based on templates and their "work experience" were word

for word of their current job descriptions.

Ex 3. SHRM at SJSU: Student members send unprofessional emails to me informally "Hey" or "Ok. thx." or they are not taught that what they state in emails, even if they are angry, will be shared with SHRM advisers and could potentially get them in trouble

I cannot stress how important it is to learn how to dress up, make effective and professional presentation slides, present without relying on speaker notes and index cards, and write formally (emails, cover letters, resume, thank you letters) It's bad enough that SJSU students are competing against students from more prestigious schools earning higher GPAs, while SJSU is letting student take classes with easier professors who pass them & the moment SJSU are challenged and graded harshly they are so quick to blame it on the professors.

SJSU students need to take stricter ENGL 100WB classes with professors who are willing to challenge them to grow professionally before more companies start to generalize SJSU students as lazy and unprofessional.

RESPONDENT #46

*BS, Business Administration, Concentration in Management Information Systems, 2018
IT Intern at Symphony Communications, LLC
1 year or less total work experience
Current Salary: \$40,000*

Frequently Used: Mostly business writing and used instant messaging apps to communicate with others. My company designed a business instant messaging app so we were encouraged to use it for all internal communications. However, I would write business formal emails to outside vendors and other clients that didn't use the messaging app.

Must-Have Career Skills: I think it would be helpful maybe to help students figure out maybe what cities they might want to work

in. I'm not sure how you would do that but it would be a cool topic to cover!

RESPONDENT #47

*BS, Business Administration, Concentration in Marketing, 2017
Clinical Lab Director - Phlebotomy Specialist at Vibrant Sciences, LLC.
1 year or less total work experience
Current Salary: \$55,000*

Frequently Used: 1. Emails: Conversing professionally in the workplace is crucial and time sensitive. Work does not span between the hours of 4 am - 4 pm, being on the job as a salary-based employee means you are constantly working often. There must be a level of professionalism that is to be carried throughout all conversations taken place as the messages can be referenced and forwarded towards superiors and other employees.

2. Executive Briefs: This form of content is extremely important as clientele and superiors are always found in at least 4 weekly meetings. Condensing such information for all parties helps provide clarity, transparency, and cohesiveness of the intended focus of each meeting.

3. Project Timelines: Understanding each project and their intended deadlines are vital as all content is considered time-sensitive. Any delays in completion should be noted and sent to all team members in order to help resolve the issue.

Must-Have Career Skills: N/A; All forms of content taught by Professor Lo have been extremely useful as they have occurred at least once in my current career path.

RESPONDENT #49

BS, Business Administration, Concentration in General Business, Current SJSU Undergraduate Student

Frequently Used: Disclaimer: I do not currently work. Much of my writing experience is for school assignments and projects. (1) Collaboration with group project members,



mostly via text messages; (2) Presenting research and analysis in papers and PowerPoints; (3) Requesting information from professors or peers through email or text messages

Must-Have Career Skills: Much of my job applications have been an online process. I was not sure if the format of my cover letter should have been that of a traditional letter, or if it were unnecessary. A lot of similar situations (traditional vs. online) were a big question mark for me. I would have liked to learned of more expectations if one were to do things online.

RESPONDENT #50

*BS, Business Administration, Concentration in Accounting, Current SJSU Undergraduate Student
Employed at FedEx*

Frequently Used: Informal/formal email, Personal notes/instructions for personal use, Notes for use by others

Must-Have Career Skills: I have yet to encounter a situation that my time at SJSU has not prepared me for. The way I see it, school prepares us to learn fast when confronted with

a difficult or alien task. Yes, in the moment, it may seem like you were unprepared but upon further reflection that is not the case. For me, your class is a perfect example of this. You threw types of projects and assignments at us that we've never done before but you gave us the tools to make it possible. The best and one of the most challenging classes I've had to date. Thank you.

RESPONDENT #51

*BS, Business Administration,
Concentration in Finance, 2018*

Frequently Used: 1. Email mostly for communicating updates/feedback/requests to colleges; 2. Summaries/messages from patients/insurance companies/healthcare professionals; needed to concisely document pertinent info only; 3. Expository writing for developing workflows and for analyzing for process improvement. Note: All communication skills I rated "3" are skills I've only practiced in a school setting (Engl 100WB) and never in a job setting.

Must-Have Career Skills: Learning to say "no" on the job can be intimidating. A lesson on how to respectfully say no to a superi-

or, or even a peer, would be helpful. I often found myself giving explanations to justify my decision but, because I was afraid they sounded like excuses, I would backtrack and end up agreeing to something I didn't want to do.

Additional Comments: I'm not familiar with the lessons/structure of all 100WB classes but I would like to request that all teachers emphasize the importance of written and verbal communication equally. Because it's listed as an English class, I can see how the focus might be placed on the written aspects of business communications.

RESPONDENT #52

BS, Business Administration, Concentration in Management Information Systems, 2019

Additional Comments: Create relevant assignments that will you will use after graduation. Like writing resumes for jobs, writing a letter of resignation, and commonwe reports you will need to learn for future jobs.

RESPONDENT #53

BS, Business Administration, Concentration in General Business, Current SJSU Undergraduate Student

Frequently Used: 1. Email replies and requests; 2. Notes of gratitude; 3. Negative news

Must-Have Career Skills: The ability to small talk around the office is an important skill, but I'm not sure that can be taught in a classroom. Also, giving bad news through emails or phone

calls. I did learn about the importance of giving bad news, I just wish I had more practice.

RESPONDENT #54

BS, Business Administration, Concentration in Marketing, 2018

*SSG, 37F Instructor at US ARMY Reserve
10 or more years total work experience*

Current Salary: McDonald Salary

Frequently Used: Peer-Evaluations, Self-Evaluations, and Persuasive Messages. In my line of work, we do Peer and Self-Evaluations annually. This type of document evaluates one's work performance and it is critical to our next promotions. Persuasive message entails with performance tasks that required delegations to subordinate. It is important to give your subordinates concise direction and motivation in completing a task. In giving the specific by providing why, when, where, what, and how to a task, it's to ensure diffusion of confusion in performing a task and to executing a task effectively.

Must-Have Career Skills: Your class were elaborate in interpersonal communication skill. I could not think anything else that was not cover in real world experience.

Additional Comments: Provided more time in job interview practice. Not every student had the opportunity to do the job interview practice in class.



RESPONDENT #55

BS, Business Administration, Concentration in Accounting Information Systems, 2019

Frequently Used: Email, Executive Brief, Analytical Reports

Must-Have Career Skills: How to approach or have a conversation with recruiters at job fair

RESPONDENT #56

*BS, Business Administration, Concentration in Management, 2015
Content Review Associate at Accenture
2 years total work experience*

Frequently Used: In my most current job the type of writing I use most are in the forms of email, excel spreadsheets, and instant messenger. While instant messenger is beneficial in getting a communication across quickly I would say it is too informal, and very distracting even when related to business needs. I utilize spreadsheets to record weekly trends related to the content I am working with. This is helpful in having an organized document to view data over time, and also to view if my colleagues are noting the same trends or if they are seeing something different. The number one form of communication I use in my current job however, is email. Whether it be for work related reminders, updates, scheduling meetings, or making requests, most of my primary business related communications are conveyed through email if not face-to-face. I would like to stress how important proper grammar, spelling, and syntax are across all written communication, but especially emails. My current employer stresses that we ignore all emails that have grammar, spelling, and syntax errors as they consider those a red flag indicator of spam or phishing emails that could compromise security.

Must-Have Career Skills: I feel that for the most part SJSU adequately prepared me in terms of communication skills to use in the work force.

One form of communication I had to learn on the job and not necessarily through my education at SJSU was how to write a High Level Requirements document as a software project coordinator for desktop and mobile applications our company was developing for our clients. The document outlined the technical functionalities that should be present within the application, along with use cases to demonstrate how they should function. This document would then be passed on to the development team, so it was important that it was understandable from both a technical and non-technical perspective. The use of "pseudocode," which expresses functionalities in logical statements assisted in composing these documents, however it was something I had to learn outside of my coursework at SJSU.

As the written business communications class is geared towards business majors, I would also emphasize that students should have some sort of STEM/technical background in addition to their business degrees, especially if they want to pursue opportunities in Silicon Valley. While job seeking, I found that while I was prepared when it came to the business side of things, many companies in the area also favored talent who had a STEM background in addition to a business background.

RESPONDENT #58

*BS, Business Administration, Concentration in Accounting, 2014
Senior Associate at PricewaterhouseCoopers
3 years total work experience
Current Salary: \$100,000*

Frequently Used: Emails

RESPONDENT #59

MS, Accountancy, 2017
Assurance Associate at PricewaterhouseCoopers
1 year or less years total work experience
Current Salary: \$60,000

Frequently Used: 1) Email - We communicate through email everyday at work. Email is important for interacting with coworkers and clients; 2) Instant messaging - Our firm uses an internal instant messaging system for interaction between team members; 3) Formal business letters - Formal business letters are often sent to clients. A common example is a accounts receivable confirmation.

Must-Have Career Skills: Overall I feel we practiced all the communication skills I need for my job. One thing I've had to practice on the job is communicating with clients. For example, when clients are difficult in their responses to requests, it's an adjustment learning to push back the right way and not be too aggressive. This may be something we practiced, just something to learn.

Additional Comments: It's very helpful to go through mock interviews. One thing to add would be to work on everything that affects your status as a candidate outside of the interview itself. For example, going over etiquette/strategy for a pre-interview dinner or mixer.

RESPONDENT #60

Accounting and Finance, 2017
Financial Technology Consultant at EY
1 year or less total work experience
Current Salary: \$68,000

Frequently Used: 1. Email; 2. Analytic reports; 3. PowerPoint presentations

Additional Comments: Take Professor Lo's class!

RESPONDENT #61

BS, Business Administration, Concentration in Marketing, Fall 2018
Logistics and Operations Intern at Ericsson
1 year or less total work experience
Current Salary: \$42,000

Frequently Used: The most common types of writing I do at my job are Explanation emails outlining project details and timelines. These will be broken into Bullet points, Highlighted, and bold items to attract attention. The second most common types of writing would be for power point information communication. Short and long explanations to intricacies of the project. The last major writing task would be written proposals asking for approval from higher management.

Must-Have Career Skills: The only thing that I wished I learned in more of my classes so it was more of an instinct was clear and concise writing techniques.

RESPONDENT #62

Frequently Used: Persuasive Messages-Trying to sell your project plan, PowerPoint presentation, Self Evaluation, Peer Evaluation, and Reading Resumes

RESPONDENT #63

Frequently Used: 1) Email communication: Requesting information, communicating deadlines, sending "friendly reminders", and informative emails. 2) Formal Business Memos/Reports: Correct punctuation, grammar, and conciseness. 3) Cover Letter / Resume: Formatting, Branding, and Content.

RESPONDENT #64

Frequently Used: 1) Emails: Examples: Inquires, negative news, responding etc. Usually the first and most frequently used form of communication at my job. For most of the people I deal with, emails are our sole use of communication. 2) Forms: Exam-



ples: Request for quotes, purchase orders, return material authorization forms etc. It's important to know how to properly request information and how to reply. Not doing so can cause major delays in information. 3) Presentations: Examples: Staff training, project proposals, customer visits etc. If you can't present your ideas or your information correctly then no matter how great they are they will never get implemented if people can't understand your objectives.

Must-Have Career Skills: I can't think of anything that I've had to learn completely on my own. There has maybe been a handful of things that I didn't know exactly how to do, but I had the right foundation to pull from and figure it out.

RESPONDENT #65

BS, Business Administration, Concentration in Marketing, Summer 2017

*Office Assistant at Big Sur Health Center
3 years total work experience*

Current Salary: \$24,000 (approx)

Frequently Used: I often write emails, memos, and communicate over the phone with patients and clients. Having messages that utilize the 7 C's helps clients understand and respond with better feedback.

Must-Have Career Skills: Looking back at prior communication lessons, I wish I invested more time in mock telephone conversations. Talking to customers and partners have a major role in my daily activities. For example, I sometimes fear I am unpre-

pared when I have to explain visit details about patients to case managers in Workers Comp insurance firms, and I may not have the information readily available due to lag from the application. Preparation for repetitive questions are also important for telephone conversations. I work at a clinic, so questions regarding prescription refills and appointments have to be answered in a professional manner that will assist the patient in finding an answer, and without both parties feeling frustrated.

Additional Comments: I think students will benefit in practice emails and sales pitches. When I used to be a salesperson, creating a sales pitch was important to help customers connect with the product. Writing emails is just as important because managers want to have strong writers that get the point across.

RESPONDENT #66

BS, Business Administration, Concentration in Marketing, 2017

*Bookkeeper at Nepenthe Phoenix Corporation
2 years total work experience*

Current Salary: \$24,000

Frequently Used: I frequently use emails, memos and reports as a form of communication in the workplace. Communication is key, especially for the problems and accomplishments that can occur in any given moment in the work week.

Must-Have Career Skills: There is one situation I did wish I could be more prepared for, and the situation has to be when a prob-



lem arises and how to communicate wisely. There have been more times than not when our accounting software is down and those who depend on the software working (buyers, managers) do not understand what is happening, so they get furious and flustered; especially when they feel that an email that is explaining the situation is pinning the blame on themselves for having to bring up the subject. As an individual who works with the software, I would want to better explain the situation without having to insult the co-workers to whom I'm addressing and over time, have learned to choose words wisely. Word choice for emails are especially important for situations that can be a crisis or any other situations that are brought to the organizations' attention.

Additional Comments: There is a strong need for strengthening phone communication skills since I find from working that many people I communicate with lack consistency, so the communication is simply

lost and not understood. It is essential for students to know phone etiquette and also knowing how to talk to those in a higher rank.

RESPONDENT #67

BS, Business Administration, Concentration in Accounting, Fall 2018

Finance Assistant at San Jose Earthquakes

1 year or less total work experience

Current Salary: \$13.50 per hour

Frequently Used: I use Email most often in my current job. I spend an hour in the morning checking email, then continue to do so throughout the day. I now love anyone who can write a complete email in 3 sentences. 2) The second most common form of writing is writing notes/instructions. I have always worked in teams, and everyone has different schedules. Being able to write clear and concise notes for my team has been an asset. I have witnessed a poorly written note waste a couple hours. 3) I mostly write emails and notes at work.

Most of my day is reaching out to vendors to collect and pay invoices or working on projects within the finance department. I do not have another form of writing with a high frequency. [Inside Of School]

I am still in school, so I am going to count it as a "Current Job" and the most helpful in my academic career was the analytical report. The report reminded me written assignments are supposed to be about communication and demonstrated ways to present the information in the most efficient way possible. I have followed the teacher's templates for many years and needed someone to remind me the information I find can shape the paper.

Must-Have Career Skills: I am constantly thrown into large groups of strangers, and I do wish I had more practice with that. I now frequent a couple networking events so I can develop these skills. SJSU does seem to provide fewer skills to their students in the classroom, but they have an array of extracurricular activities to help their students with anything they might need help with. The hardest part for me was figuring out what I needed to work on. Because I was not handed the perfect curriculum at SJSU, I think it forces us to either leave unprepared or learn how to self-improve throughout our lives. I do thank the school teaching me to be more self-sufficient. Now I just need to surround myself with people who will be honest with me about how I can improve.

Additional Comments: Lo's class was one of the best classes I ever had.

RESPONDENT #68

*Associate HR Director at San Jose State University
Research Foundation*

Frequently Used: (1) Emails-Most of the communication happens through emails. You should be able to know what should be the subject line so the receiver can act accordingly. Message should be concise

and receiver should be able to identify the deliverable or action need to be taken. (2) Memos- These are used widely in our organization to communicate to all employees, vendors and other parties doing business with the organization. You should be able to write concise message and make sure it is following federal, state, local and Research foundation polices and regulations. (3) Brochures- Informational brochures

Additional Comments: I believe presentation skills are very important. How to organize your material according to the audience, what to present and speak in public. If you are confident enough in doing these things, you will be able to write any kind of communication and present. The second most important is persuasive skills and ability to show your audience why they should listen to you.

RESPONDENT #70

Business, Graduated from SJSU with BS or BA

Frequently Used: 1. Email; 2. Job posts ; 3. Timelines; 4. Presentations

RESPONDENT #71

*BS, Business Administration, Concentration in
Marketing, Fall 2018*

*Marketing Intern at Butterflies Baby and Kids Boutique
Current Salary: \$15.50 per hour*

Frequently Used: In my current position most of the writing I do is promotional and website/social media based. I write weekly Instagram and Facebook posts for product promotions and store events. Along with web promos, I also create posters for the store. Part of my position also includes communicating with potential vendors, mostly through email, about bringing in new products. I also write product details and information for our website and Facebook shop.

RESPONDENT #72

Frequently Used: The most frequent types of writing that I do involve generating analytical reports after analyzing client's accounting books and what my recommendation is on how to minimize costs. I also write letters to clients keeping them updated on the status of their accounts and tax returns.

RESPONDENT #73

BS, Business Administration, Concentration in Accounting, 2017
Accounting Staff at GWS Health, Inc.
1 year or less total work experience
Current Salary: \$65,000

Frequently Used: Email, Instant message, memo, formal business Letter, Presentation, executive brief are all writing styles I have to use everyday in my job. Another styles are used sometime but they are very important to get familiar with them.

Must-Have Career Skills: I really appreciate the class of Professor Lo, thanks to this class and her coaching I have enough confidence to got a good job. All of knowledge in this class are helpful and applicable for my job. I wishes all class in SJSU have the similar ideal to this class, every lesson, project and homework support and make student success. I had to face with many struggles while studying, but I'm happy when I have the confident when I work.

RESPONDENT #74

BS, Business Administration, Concentration in Marketing, 2015
Retail Operations Project Manager at Google
3 years total work experience

Frequently Used: Since I ranked every category with 5, I will keep my feedback generic but relevant. Communication is the most important skill every person MUST learn. Regardless the type of document that is being shared, it is very critical to understand the basics of effective communication. Bay Area is home to many global organizations,

and every employee will be working with a range of colleagues, customers, and clients who come from all parts of the world. Collaboration is on the rise across business units and organizations, and without a proper understanding to communication, all processes will slow down and/or contain many misunderstandings.

I believe that communication is a direct reflection of the individual, and that there are enough tools out there for anyone to improve their language and communication. There should be no excuse for remaining a bad writer, orator, or listener. Particularly in the Bay Area, it is a melting pot with individuals of many cultures and languages, yet have made tremendous effort to actually improve. Communication is never something you stop learning.

Let's work to improve the next generation. Help them build the right habits where they communicate effectively to become better leaders and professionals.

Must-Have Career Skills: I was fortunate to have Professor Laimin Lo for my communication class. She has a reputation of instructing a difficult class, but she is a Silicon Valley veteran and understands the importance of communication in such environment.

For me, I wish SJSU focuses almost all the sections listed above. Unfortunately, there is a negative and almost false assumption that SJSU students are not effective communicators. Such logic may stem from the fact that many SJSU students are either first generation students, immigrants, or commuter students. Nevertheless, perpetuating a culture of effective communication must not be confined within a specific class or delegated to a certain professor to resolve during their 3 months class.

To develop communication, students and professors must work together since the day every student joins SJSU. At first, there

will be a lot of penalties to be correct, but mistakes are part of the learning journey. Everyone will shed very important points at first, but then they will understand the importance of effective communication and work to develop their skill. By the time they graduation, they will have 2-4 years of experience developing their effective communication skills.

I would love to see every student improving their communication level to match a global baseline, similar to one relevant to the community to which we work and grow.

Additional Comments: 1. Communication; 2. Effective Collaboration; 3. Public Speaking; 4. Consultative approach (STAR model); 5. Critical Thinking; 6. Asking Qualifying Questions; 7. Promoting one-self ; 8. Negotiations; 9. Self-worth and confidence; 10. Unconscious Bias; 11. Harassment and Discrimination Practice; 12. Building effective relationships; and 13. Resume building and interviewing skills. NOTE: I am aware that those may be a lot to team, but they are all truly important for a successful career. Some will need more focus than others, but still need to be addressed with students so that they start thinking about them.

RESPONDENT #75

Frequently Used: Email, Documentation of procedures for auditing a company's financial statements, and Memos

RESPONDENT #76

BS, Business Administration, Concentration in Marketing, 2017

*Management Trainee at Enterprise Rent-A-Car
1 year or less total work experience*

Current Salary: \$61,000

Frequently Used: Instant Message, Crisis Communication, Memos, Formal Business Letters, Marketing Collateral

Must-Have Career Skills: Honesty, if it wasn't for taking some of the Business Writing, Integrated Marketing Communica-

tion, and other business courses I would be in the dark. Professor Lo and Dr.Easter to name a couple, are the best teachers and classes anyone of any major could take. They really help you to understand life outside the classroom with a dose of the reality to come. The "Life Lessons" and "Real World Work Experiences" in those classes are similar to internships. The only thing I wish i could have had more of; more teachers that see beyond their classroom and prepare for what life has to throw at us.

Additional Comments: I work make it a year long class



RESPONDENT #77

*BS, Business Administration, Concentration in Accounting, July 2015
Financial Auditor at Deloitte & Touche
2 years on the job
Current Salary: \$63,000*

Frequently Used: Email, Documentation of Procedures Performed, and Memos

RESPONDENT #78

*BS, Business Administration, Concentration in Marketing, 2017
Marketing Manager at Makers Market
1 year or less total work experience*

Frequently Used: 1) Blogs- I manage my company's website and blogging is a weekly necessity to engage our audience and reach our customers. 2) Press releases- My company is consistently introducing new events/new locations and press releases are a must for this. 3) Emails- I am constantly emailing higher ups. 4) Website content for products- I always describe and explain new products to our customers on our website.

Must-Have Career Skills: I believe that this class (Professor Lo's) totally and fully prepared me in my career today. Most of my other classmates who did not take this particular course felt they did not learn enough about entering the working world. I am very grateful that I got a big scoop of what working in the real world is like from an early stage in college.

Additional Comments: I just loved this class. After graduating, I've seen such an improvement in my business communication skills.

RESPONDENT #80

*BS, Business Administration, Concentration in Marketing, 2016
Lead Development Rep at Barracuda Networks
2 years total work experience
Current Salary: \$50,000*

Frequently Used: Currently selling IT Security, technical knowledge and ability to communicate in a technical environment are paramount to establishing your credibility. As a Lead Development Rep, my job is



to find and qualify inbound and outbound leads as fast as possible to pass them on through the sales cycle. Often this requires communicating with leads and IT professional who possess far greater technical knowledge than I do. While it is not necessarily required to have the same amount of technical knowledge, it is required that you know how to respond and how to communicate in the same "language" they are: (1) My role specifically requires ability to qualify leads and pull opportunities from our website Livechat application. IT Administrators love to "chat" complex conversations via the website, ability to navigate these are crucial to hitting your sales targets. (2) Note taking during a customer call, ensuring no details are lost, and ability to translate those notes to the rest of the sales team. Emphasis on speed and clarity of notes. (3) Email communication, email follow ups. Ability to summarize and organize most important details, and schedule tasks, next steps. (4) Resume writing, ability to succinctly communicate your story and your strengths, not just while job searching, but also maintaining an updated resume.

I hope that helps! My job gets extremely technical, and technical people such as stressed IT admins typically do not want to speak with a salesperson who knows nothing about IT security or infrastructure. Technical knowledge helps, but just being able to communicate and understand their concerns/pain points will lead to success in this role.

Must-Have Career Skills: Not too much I didn't learn in Professor Lo's class that didn't prepare me for my job requirements today. Lots of email and phone communication, which was well covered. What could have been beneficial would be more skills introductions to prospecting, or understanding what is important when working or reaching out to new account. Career skills in

prospecting accounts, such as: what industry? What are concerns in that specific industry? Pain points the customer might be experiencing? Timelines? Compliance or regulations specific to that account? May be include a section on prospecting a typical account, or what should go into general pre-call planning for a sales rep.

Additional Comments: Continue to challenge students! There is no sympathy once you join a sales team, you either hit your expectations or you're out. Sales people are sharks and competition for sales roles is high.

RESPONDENT #81

BS, Business Administration, Concentration in General Business, BS 2016, MBA 2017

1 year or less total work experience

Frequently Used: Accounts Payable Assistant for City Government. (1) Emails to/from colleagues and vendors, (2) Analytical reports based on financial data, and (3) Proposals based on analytical reports and financial data

RESPONDENT #82

Management Information Systems (MIS)

Current SJSU Undergraduate Student

Frequently Used: Web content, Analytical reports, Negative news

Must-Have Career Skills: I had an exceptional professor that prepared me for all fundamental points of business communications. One thing I would have liked to learn is how to deal with tension between workers.

RESPONDENT #85

BS, Business Administration, Concentration in General Business, 2018; Shopper at Instacart

1 year or less total work experience

Current Salary: \$12,000

Frequently Used: 1. Resume, 2. Peer/Self-Evaluation, 3. Persuasive Messages, 4. Email, and 5. Proposal

Must-Have Career Skills: A communication situation is the short conversations students have when attending the job fair or

social gathering. There is a lot of pressure on these quick introductions or "small talk" type situations, especially when you're trying to sell yourself quickly. I think many students, like myself, aren't confident with these interactions. Changing the elevator pitch to this situation may be helpful in the future.

RESPONDENT #86

*BS, Business Administration, Concentration in General Business, Withdrew or dropped out from SJSU
Conference Coordinator at Sodexo*

5 years total work experience

Frequently Used: 1. Emails regarding an event booked at conference facility- Booking confirmation, Cancellation confirmation, etc.

RESPONDENT #87

BS, Business Administration, Concentration in Management Information Systems, 2016

IT Business Systems Analyst at Cisco Systems, Inc.

1 year or less total work experience

Current Salary: \$75,000

Frequently Used: (1) Summarizing work projects and subtasks. My team uses Jira to keep track of larger projects (user stories) and subtasks within projects. (2) Emailing my director and other managers, service executives and leaders to clarify a component of a project I'm working on. If I am unclear about something I make sure to get written confirmation through email. (3) Thank You notes - after networking events (internal or external), interviews, etc. (4) MEETING AGENDAS - I wish more people included clear, concise meeting agendas and not just a vague title for a meeting. I provide the goal of the meeting and any necessary background info/links, etc.

Must-Have Career Skills: I emphasize to students I meet that networking has been the most important thing to my career. PERIOD. I have never received a job offer without being referred in some way. Also, I always tell people who are looking for interview advice to stop saying why the job is a great fit for

you. You should be talking about why YOU are a great fit for the company/role/team and what value you bring. Something I wish I had more practice with is saying "no" and/or communicating to management when I am overwhelmed. I am the only member of my team who has been at Cisco less than 15 years and I felt like I had to take on everything I was pulled into. I've become more comfortable communicating with my manager about needing help with prioritizing or getting more resources for a project.

RESPONDENT #88

BS, Business Administration, Concentration in Management, 2017; Entrepreneur, Self-employed

1 year or less total work experience

Frequently Used: The fast pace environment that I worked in required constant communication. The top three forms of communication our operation used, listing from most frequent to least, was: instant messaging, emails, and in-person group meeting reports. Our use of communication was much less formal than what was taught at the university. I assume this phenomenon was because of less hierarchical boundaries in smaller team operations. However, professionalism in a workspace, no matter how intimate relationships can form, should always be the main priority to uphold throughout your career.

RESPONDENT #89

BS, Business Administration, Concentration in Marketing, 2019

Marketing Intern at Bohannon Development Company

Frequently Used: In my most recent job, the most used form of written communication came in emails, instant messaging, and company memos.

Must-Have Career Skills: Interaction with an angry or visibly upset individual.

RESPONDENT #90

*BS, Business Administration, Concentration in Accounting, Spring 2019; Sales/manager development intern at Sherwin Williams
1 year or less total work experience
Current Salary: \$20/hr*

Frequently Used: 1. Email messages , 2. Instant messages ,3. Persuasive messages,4. Presentations, 5. Biography (introducing myself), and 6. Notes of gratitude

Additional Comments: Structure all classes like professor Lo's

RESPONDENT #91

BS, Business Administration, Concentration in Management, Current SJSU Undergraduate Student

Frequently Used: (1) Emails to other employees and customers. This is the most commoner way to communicate ideas, ask questions, and to solve problems. (2) Product reviews. Every month we are given an item to test out. After, we have to describe the benefits and the flaws of the product. (3) Presentations. Each month I put together a short presentation through Google Docs about a product. I go into depths about product knowledge such as the material, benefits, and costs of the product.

Must-Have Career Skills: I recently had to

conduct an on-demand video interview for an internship position. I wish video interviews are included in the job interview unit. I think video interviews are becoming more common and I wonder if the same rules of traditional interviews apply. In class we focused on negative news, I would like to learn how to give praise to others. I want to know how to praise others, when is is appropriate, how to praise individuals versus a team, and to what extent should rewards go to.

RESPONDENT #92

BS, Business Administration, Concentration in Accounting, Current SJSU Undergraduate Student

Frequently Used: I do not have a job related to my career, but I think knowing how to write analytical pieces is important in accounting as well as formal business letters. Writing memos and financial statements and financial analysis is important too.

RESPONDENT #94

BS, Business Administration, Concentration in Marketing, 2019; Bartender at RockBottom; 1 year or less total work experience; Current Salary: \$30,000

Frequently Used: Performance reviews, Emails, Proposals

Must-Have Career Skills: How present in front of larger crowds.





RESPONDENT #97

Business, Current SJSU Undergraduate Student

Must-Have Career Skills: Currently not employed nor have I graduated yet, but I know I still need to improve on my oral and writing skills. For oral skills, I need to improve on how to communicate with people in higher positions than me, be able to come across as someone who is reliable and trustworthy and professional. I feel that how I present myself is still like a student, and not like a future working professional. For writing skills, I wish I had more opportunities in my previous courses to learn how to write in a manner that more business-like. I think a lot of business classes expect written assignments in a business format, but we aren't taught how to do so. In English classes, we're taught how to write for that class. In a science class, we're taught how to follow writing standards specific to the science field. But for business, I wasn't taught how to write in a business manner until I took this 100WB class. Before this, I was writing as if I were in an English class. Had I learned earlier what I learned in 100WB, I think I would have had a better advantage. Since expectations/standards in an english class are different from a business class (aside from following standards of grammar and punctuation), I feel that business classes

should better prepare students how to write in a business style.

Additional Comments: Definitely provide assignments that are related to the real world (like the analytical report, executive brief, resume writing, email writing, etc) because those really helped me realize what kind of written communication will be expected of me once I graduate.

RESPONDENT #99

*BS, Business Administration, Concentration in Business Analytics; Current SJSU Undergraduate Student
Assistant Manager at Lucile Packard Children's Hospital; 10 years total work experience
Current Salary: \$90,000*

Frequently Used: (1) Communication via email. Main communication and most effective way of connection is through emails. (2) Draft documents for formal policies and procedures. Business evolves based on demands and needs. Policies and procedures will need to be updated as well. (3) Letters of recommendation. Peers and colleagues will come and go. Having a good work connection is key. You might need a good word from someone or they might need a good word from you.

Must-Have Career Skills: I learned a lot at SJSU and those courses have come in handy. The learn on-the-job part is just a part of that particular responsibility at work.

RESPONDENT #100

Frequently Used: 1. Email, 2. Negotiations, 3. Formal briefings, 4. Collateral

RESPONDENT #102

BS, Health Science, Concentration in Health Services Administration, 2015
Community & Social Operations Specialist at Evidation
3 years total work experience
Current Salary: \$60,000

Frequently Used: Email, customer support tickets, web content

Must-Have Career Skills: Negotiation for promotions and raises

RESPONDENT #103

BS, Business Administration, Concentration in Marketing, 2016
Legal Assistant at John N. Kitta & Associates
2 years on the job

Frequently Used: 1. Agreements, 2. Declarations, 3. Letters to Opposing Counsel

Must-Have Career Skills: I wish we learned more on how to negotiate salary.

RESPONDENT #104

BS, Electrical Engineering
Withdrew or dropped out from SJSU
Technical Coordinator Resurgence IT
3 years total work experience
Current Salary: \$31,200

Frequently Used: I am currently unemployed, but in my last job the most common type of communication was email correspondence. The majority of those would be responses to clients with an estimated time of approach to IT support requests that they submitted. The next most common form of written communication I conducted during that job was checking technicians' status every hour via instant messaging. That required short-hand writing so as to not take too much time and attention from the technicians. Occasionally, I would collaborate with the manager and or owner to write technical procedures in order to have an easy yet fast-paced system for bringing new technicians up to speed on how to perform the services we provide.

RESPONDENT #105

Frequently Used: Emails, memos, and executive summaries.





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