

**ENGLISH 100WB Advanced Writing Workshop for Business Majors  
Spring 2014 Course Syllabus**

Department of English and Comparative Literature  
College of Humanities and the Arts | San Jose State University  
Section 02, Fri 09:30-12:15 | Course ID 25429 SEM, BBC 125  
Section 11, MW 09:00-10:15 | Course ID 30337 SEM, SH 414

[Scan to enter C-LAB]



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(Preferred method of communication is by email. Use "ENGL100WB:"

as subject line prefix.)

**Course Description**

This hands-on course is designed to simulate actual business communication scenarios (oral and written) that are encountered by business professionals daily during the course of their careers. Assignments will enable students to **practice** and immediately **apply** both practical and theoretical aspects of organizational communication directly in real-life work situations. Communication mechanics and style (practical), and the appropriateness of messages and methods, based on specific organizational situations (theoretical) will be emphasized.

**Course Objectives**

Upon completion of this course, students will be expected to:

- A. Apply the mechanics of effective communication by demonstrating the ability to
  - 1. Communicate to a group in written and oral formats.
  - 2. Observe standard principles of grammar, punctuation and spelling, either by memorization and/or through the use of resources.
  - 3. Recognize and appreciate the importance of concise and timely communication in organizational settings.
  - 4. Identify and articulate the "take-away" message in every communication.
  - 5. Recognize and utilize a variety of communication tools, techniques, and modes.
  - 6. Demonstrate an ability to format, compose, and revise a variety of written documents.
- B. Apply theoretical analysis to make communication decisions by demonstrating the ability to
  - 1. Understand the importance of "crafting" messages.
  - 2. Recognize a variety of organizational communication needs and constraints.
  - 3. Analyze an audience and compile appropriate communication options.
  - 4. Develop a communication strategy based upon organizational needs, constraints, and audience type.
  - 5. Be effective at a variety of work situations: interviewing, impromptu speeches, meetings, structured presentations, instant messages, emails, articles, reports, etc.
  - 6. Evaluate and critique various communication behaviors for "effectiveness."
  - 7. Make communication decisions using common sense logic and defend those decisions.
- C. Assumptions
  - 1. Improving communication skills will benefit you in every aspect of your life. Every individual can improve his or her communication skills, and the ability to communicate well, increases with practice.
  - 2. Effective communicators are attentive to both practical and theoretical elements of organizational situations and they appropriately "craft" their message, depending upon the audience, situation, and data.
  - 3. Finally, students learn best when the topic is practical, and the learning environment is engaging, challenging, safe, and fun.

**Prerequisites**

Completion of core GE, satisfaction of Writing Skills Test, and upper division standing. Major in business, industrial arts, industrial technology, public relations, or hospitality management.

**Textbooks & Materials**

- A. Mandatory (Required)
  1. Internet access and printing capability
  2. Textbook: *Excellence in Business Communication* by John V. Thill and Courtland L. Bovee, 10th edition, Prentice Hall, ISBN 978-0-13-271904-9
  3. Two large yellow books
  4. "Presentation" materials (binding for reports and visual aids for oral presos)
  5. Video recording device (30 minutes recording time; iPhone, FLIP camera, etc.)
  6. "Organizational system" (such as a 3-ring binder or folder to organize class materials)
- B. Highly Recommend (but Optional)
  1. Grammar usage reference (used in your English 1A/1B course or *The Everyday Writer* by Andrea A. Lunsford, 5<sup>th</sup> edition, Bedford St. Martin's, ISBN 978-1-4576-1266-4)
  2. Dictionary AND Thesaurus
  3. Grade ledger for keeping track of your grades (YOU are responsible for keeping track of YOUR grade in this class.)

**Course Format**

This course involves simulated work communication scenarios, many of which are samples taken from actual events. Class activities provide students with opportunities to practice communication skills necessary for success in industry and will require students to analyze communication scenarios and choose appropriate methods and messages. Students will have an opportunity to learn about, and practice using, several communication tools which can improve the effectiveness of both their written and oral communication. Class time will be divided between in-class simulation activities, analyzing and editing assignments, and interactive lectures. This course is structured in a seminar format to allow for considerable open class discussion. **Success in this class requires perfect attendance and completion of ALL assignments.**

**Grading Policy**

The Department of English reaffirms its commitment to the differential grading scale as defined in the official SJSU Catalog ("The Grading System"). Grades issued represent a full range of student performance: A=excellent; B=above average; C=average; D=below average; F=failure.

- The "A" assignment is organized, well developed, and exemplifies the 7 Cs of communication. It demonstrates a clear understanding of the topic and fulfillment of the assignment. Content is fully developed with interesting details, lively vocabulary, syntactic complexity, graceful transitions, and a clear take-home or core message. Assignment appeals to the reader, looks professionally produced, and is virtually free of mechanical errors.
- The "B" assignment develops ideas and supports them with vivid, specific examples, but it may lack the sentence variety, graceful transitional phrases, a clear take-home message, or technically astute content characteristic of an "A" assignment. The "B" assignment may contain minor grammatical or mechanical flaws; however, it demonstrates overall business communication competence.
- The "C" assignment is logically organized, but usually general, bland, and unpolished. The content need controlling ideas and specific examples. The vocabulary and syntactical complexity is less mature, making the assignment less effective. The assignment may contain a distracting number of mechanical and grammatical flaws.
- The "D" assignment is poorly organized, developed, and executed. It is generally unclear and has inappropriate or inadequate examples, is noticeably superficial and simplistic, and/or it contains serious mechanical and grammatical problems.

- The “F” assignment is similar to the “D,” but is more consistent in mechanical errors and less logical. The assignment is generally unclear and shows little real effort.

**Exam Make-up Policy:** Make-ups will be dealt with on a case-by-case basis. Final exam make-up is offered only once--the date will be posted in C-lab when announced by the English dept.

**Extra Credit:** Extra credit assignments may be offered during the semester. They must be completed as instructed and turn in on time to be accepted.

**WARNING #1:** Late assignments are **not** accepted unless excused by physician. **Attach original doctor’s note to assignment and turn it in at the next class period.** Failure to do so will result in a permanent zero grade for that assignment. (If you claim to be sick but didn’t seek a private physician or visit the Health Center, the assignment will remain a zero.)

**WARNING #2: Papers that repeat errors identified in a previous draft or lack in-depth revision work will receive an automatic F grade.** For example, if I write “*Revise: Use more action verbs and make all bullets parallel*” on your resume assignment and I see the same errors on the next revision, you will receive an automatic F on that paper. (NOTE: Repeating the same errors after it has been pointed out to you at an actual work setting will result in termination. Thus, learning from your failure is an important part of success.)

**Assignments**

All out-of-class assignments are due at the beginning of class period on the date the assignment is due. **Late assignments will not be accepted—NO EXCEPTIONS.** If you cannot attend class, you may 1) ask a classmate to turn it in for you or 2) submit the assignment to my mailbox in FOB 102 **prior** to the due date. Simply ask the English department office manager to date stamp the assignment. **Emailed assignments will not be accepted—NO EXCEPTIONS.**

Unless otherwise instructed, all written assignments should be formatted in MLA style (typed, double-spaced, Times New Roman typeface, 12 pt. font size, printed on plain white paper, stapled at the upper left-hand corner, and includes header information, title of assignment, and **word count**). Incomplete, late, or missed assignments will result in a **zero** grade.

Certain writing assignments (designated with \*) may be re-written for a higher grade--the rewrite is the **FINAL** grade for that assignment (not best out of two). A **substantial** improvement must be made in terms of communication effectiveness in order to receive a higher grade. Merely incorporating instructor and student edits will not satisfy this requirement.

<b>Assignments</b> (Subject to change with fair notice)	<b>Point Total</b>
Impromptu Speech: Formal Business Introductions	10
Resume Portfolio Assignments <ul style="list-style-type: none"> <li>• Market Research (10 points total)</li> <li>• *Resume (10 points)</li> <li>• *Application letter (10 points)</li> <li>• Mock interview (in-class drill; 5 points)</li> <li>• *Thank you letter (10 points total)</li> <li>• *Self-appraisal review (10 points total)</li> <li>• *Team-appraisal review (5 pts assigned by partner + 5 pts assigned by instructor = 10 points total)</li> <li>• Mock performance evaluation (in-class drill; 5 points)</li> </ul>	70
Impromptu Speech: Making Eye Contact	10
Oral Presentation: The Story of You (and written Biography)	10

Impromptu Speech: Elevator Pitch (30 seconds)	10
Business Communication Assignments <ul style="list-style-type: none"> <li>Routine request email (10 points)</li> <li>Recommendation letter (10 points)</li> <li>Rejection letter (10 points)</li> <li>Voicemail (in-class drill; 5 points)</li> <li>Instant messaging (in-class drill; 5 points)</li> <li>Social media (10 points)</li> <li>Persuasive blog (10 points)</li> </ul>	60
Technical Communication Assignments <ul style="list-style-type: none"> <li>Abstract or synopsis (5 points)</li> <li>Budget forecast (10 points)</li> <li>Business proposal (10 points)</li> <li>Executive brief (20 points)</li> <li>Technical presentation (30 points)</li> <li>Press release (10 points)</li> <li>Analysis report (50 points)</li> </ul>	135
Quizzes (5 points per chapter)	100
Writing Center (mandatory visit before spring break)	5
Attendance (mandatory during presentations; 5 pts per day)	20
Mid-term (includes grammar, punctuation, MLA style, 7Cs)	30
<b>Final Exam (Saturday, May 10, 2014 from 12:00 to 2:00 p.m.)</b>	10% of grade
<b>TOTAL POINTS:</b>	<b>460</b>

### Classroom Protocol

Each class session is important. By attending every class session, you will maintain continuity from class to class. Furthermore, I often introduce new material, assign in-class or out-of-class assignments, or issue pop quizzes that do not appear on the syllabus. Perfect attendance will provide you the best opportunity to succeed in this course. Arrive on time, limit distracting late entries, and ensure that you do not miss assignments or quizzes given at the beginning of class. Turn off and leave out of sight any computers, mobile phones, or other electronic devices. Nooks, Kindles, and other tablet reader devices require instructor approval prior to use during class.

### University Policies

**Dropping and Adding:** Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the [current academic calendar](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/) web page located at [http://www.sjsu.edu/academic\\_programs/calendars/academic\\_calendar/](http://www.sjsu.edu/academic_programs/calendars/academic_calendar/). The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes. Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

**Academic Integrity:** Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University's Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to **be honest in all your academic course work**. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>. Instances of academic dishonesty will not be tolerated.

Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. **If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors.**

**Campus Policy in Compliance with the American Disabilities Act:** If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment to see me during office hours as soon as possible. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

**Student Technology Resources:** Computer labs for student use are available in the Academic Success Center located on the 1<sup>st</sup> floor of Clark Hall and on the 2<sup>nd</sup> floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

**Peer Connections:** The Learning Assistance Resource Center (LARC) and the Peer Mentor Program have merged to become Peer Connections. Peer Connections is the new campus-wide resource for mentoring and tutoring. The staff inspires students to develop their potential as independent learners while they learn to successfully navigate through their university experience. Students are encouraged to take advantage of Peer Connection services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals. In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the WST, improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. Peer Connections is located in SSC 600 (10th Street Garage), at the first floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Consult the Peer Connections website for more information ([peerconnections.sjsu.edu](http://peerconnections.sjsu.edu)) and be sure take advantage of this invaluable resource.

**SJSU Writing Center:** Located in Room 126 of Clark Hall, the Writing Center is staffed by knowledgeable Writing Specialists who have gone through a rigorous hiring process, and they are well trained to assist students at any levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the Writing Center website: <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook.

**NOTE:** One visit to the Writing Center is mandatory! **Five points will be deducted from your final grade if you do not attend a tutoring session by spring break.**

**Estimation of Per-Unit Student Workload:** Success in this course is based on the expectation that students will spend for each unit of credit a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, and clinical practica. **Students are expected to spend a *minimum* of 6.25 hours each week**

studying for English 100WB [(3 hours x 3 units) - 2.75 hours lecture]. If it takes you twice as much time to produce the same level of results, then that is the amount you must invest.

**Recording Policies:** Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material. Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.

**Free Passes:** Use the following coupons *wisely*. Do not duplicate. Non-transferable.

## DOG ATE MY HOMEWORK FREE PASS

This pass entitles student to turn in any **homework assignment** up to one week late. Simply attach pass to assignment and turn it in before the one-week grace period.

Do NOT duplicate. Nontransferable.

**EXPIRES: April 11, 2014**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

## JOKER'S WILD! FREE PASS

This pass entitles student to turn in any **homework assignment** up to one week late **OR** revise an **F grade** assignment. Simply attach pass to assignment and turn it in before the one-week grace period. Do NOT duplicate. Nontransferable.

**EXPIRES: April 11, 2014**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_

## REVISE MY F GRADE SECOND TRY PASS

This pass entitles student to revise any **F grade assignment**. Simply attach pass to revision and turn it in within one week. Do NOT duplicate. Nontransferable.

**EXPIRES: April 11, 2013**

Name: \_\_\_\_\_ Assignment: \_\_\_\_\_