San José State University
Department of English and Comparative Literature
English 100WB, Written Communication: Business (GE Area Z), Spring 2015

Instructor:	Dr. Tom Moriarty
Office Location:	Faculty Office Building 226
Telephone:	(408) 924- 4515
Email:	Thomas.moriarty@sjsu.edu
Office Hours:	Tuesday 12-1:15 and by appointment
Class Days/Time:	Tuesdays 1:30 PM - 4:15 PM
Classroom:	IS 134
Prerequisites:	Pass GE Area A3 with a grade of C or better (C- is not accepted); completion of Core GE; satisfaction of Writing Skills Test, and upper-division standing (60 units completed).
GE Category:	Written Communication II Area Z

Copies of the course materials such as the syllabus, major assignment handouts, etc. may be found on Canvas.

Course Description
English 100WB is a participatory course that offers a practical approach to business communication, emphasizing situations that require both oral and written communication. Assignments enable students to practice and apply both practical and theoretical aspects of organizational communication.

Students will develop advanced proficiency in college-level writing and appropriate contemporary research strategies and methodologies to communicate effectively to both specialized and general audiences. This course reinforces and advances the abilities developed in Written Communication I (A2) and Critical Thinking and Writing (A3) courses, and broadens and deepens these to include mastery of the discourse peculiar to business communications.

Course Goals
Course Goals for Area Z
Diversity. Issues of diversity shall be incorporated in an appropriate manner, especially in terms of writing for and to diverse audiences.

Writing. Written assignments will include both in-class and out-of-class writing, giving students practice and feedback throughout the semester.

Reading. Readings used in the course should be models of excellence.

Discipline. Written Communication II courses are discipline specific. All courses will use language and forms of writing appropriate to the discipline.

Pedagogical Approach
This course uses a simulated workplace approach that will ask you to write as if you are "on the job" and doing projects for specific clients.

Courses shall require students to apply basic skills (reading, writing, speaking, critical thinking, research, and mathematics) and to utilize knowledge gained in Core General Education courses.

Each course shall provide for active student participation. This course will not be exclusively lecture format.

Assignments will utilize research and oral and written communication skills.

This course promotes reflective processes and critical analysis.

Student Learning Outcomes
Students shall write complete essays that demonstrate college-level proficiency. Students shall be able to:

1. produce discipline-specific written work that demonstrates upper-division proficiency in:
   - language use
   - grammar
   - clarity of expression
2. explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse
3. organize and develop essays and documents for both professional and general audiences
4. organize and develop essays and documents according to appropriate editorial and citation standards
5. locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

Information available online
You are responsible for reading the following information online at
http://www.sjsu.edu/english/comp/policy/index.html
- Course guidelines
- Academic policies (academic integrity, plagiarism, ADA and AEC policies)
- Estimation of Per-Unit Student Workload
- Recording policies
- Adding and dropping classes

Required Texts/Materials
SJSU Campus Handbook: The Everyday Writer by Andrea Lunsford
Print ISBN: 9781457667121 Available at the Spartan Bookstore
Electronic edition ISBN: 9781457633423 or Bedford/St. Martin's online (http://bcs.bedfordstmartins.com/everydaywriter5e/)
Online: http://www.macmillanhighered.com/techsupport

Technical and Professional Communication: Integrating Texts and Visuals. By Dolores Lehr.
Print ISBN: 9781585102570. Available at Spartan Bookstore.

Library Liaison for English courses
Toby Matoush, Dr. Martin Luther King Jr. Library
Voice: 408-808-2096
Email: Toby.Matoush@sjsu.edu
Website: http://libguides.sjsu.edu/profile.php?uid=14949

Classroom Protocol

Students are expected to arrive on time and be ready to work at the beginning of class. Because this a is a workshop-oriented class in a computer lab, I will oftentimes ask you to stop working for a couple minutes and pay attention to something on the big screen. Please be ready to turn off your monitors at those times.

Please also note that food and drink are not allowed in the computer classroom.

Course Requirements and Assignments
Fictional Case: Copyright and Fair Use (100 points)

Usability Project (650 points total)
Planning Report (100 points)
Planning Report Informal Internal Presentation (50 points)
Usability Study and Report (200 points)
Usability Report Informal Internal Presentation (50 points)
Recommendation Report (100 points)
Usability Project Formal Presentation (150 points)

Employment Documents (150 points)
Application Letter
Resume
Cover Memo

Participation and Reading Quizzes (100 points)

All written assignments will include drafts and feedback.

Grading Policy
This course is graded A/B/C/D/F. A passing grade in the course signifies that the student has developed those writing, reading, and research abilities necessary for upper-division work in those majors that comprise the College of Business.

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

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

All projects and assignments are due at the start of class on the announced due dates. Late projects will be penalized one full letter grade for each day the project is late. Quizzes may not be made up.

In a participatory class like this one, participation is crucial and will be graded accordingly. In its simplest form, good participation is defined as active contribution to class discussion and workshop sessions, including giving and receiving well thought out and considered feedback.

Student Technology Resources

In addition to our classroom, computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include 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.

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

SJSU Peer Connections
Peer Connections, a campus-wide resource for mentoring and tutoring, strives to inspire students to develop their potential as independent learners while they learn to successfully navigate through their university experience. You are encouraged to take advantage of their services which include course-content based tutoring, enhanced study and time management skills, more effective critical thinking strategies, decision making and problem-solving abilities, and campus resource referrals.
In addition to offering small group, individual, and drop-in tutoring for a number of undergraduate courses, consultation with mentors is available on a drop-in or by appointment basis. Workshops are offered on a wide variety of topics including preparing for the Writing Skills Test (WST), improving your learning and memory, alleviating procrastination, surviving your first semester at SJSU, and other related topics. A computer lab and study space are also available for student use in Room 600 of Student Services Center (SSC).

Peer Connections is located in three locations: SSC, Room 600 (10th Street Garage on the corner of 10th and San Fernando Street), at the 1st floor entrance of Clark Hall, and in the Living Learning Center (LLC) in Campus Village Housing Building B. Visit Peer Connections website at http://peerconnections.sjsu.edu for more information.

English 100WB-02, Spring 2015, Course Schedule

Please note that this schedule is subject to change with fair notice and you will be notified well ahead of time of any changes.

Week #	Date	Topics and In-Class Activities	Reading Assignments and Project Due Dates
1	January 27	Introduction to class Memos and Letters and E-mails and Reports. Basic design of documents. Readers and how they read Introduce Fictional Case	HW: Read Ch. 1-4, do legal research for case.
2	February 3	Making Arguments Research, planning, drafting, and revising Workshop time for case Sharing ideas Feedback on drafts	HW: Read Ch. 5, finish Memo for Fictional Case.
3	February 10	Introduce Usability Project Introduction to Usability Designing Usability Studies Workshop time for planning	*Fictional Case due at start of class.* HW: Read Ch. 11 and 15, start drafting Usability Planning.
4	February 17	Report Writing Planning, drafting and revising Feedback on drafts	*Usability Study Planning draft due.* HW: Finish Usability Planning. Prepare informal presentation of your plan for the class.
5	February 24	Informal Presentations to the class.	*Usability Study Planning Report due at start of class.* *Informal Planning Report Presentations due.* HW: Bring people in for Usability tests.
6	March 3	Usability Study	HW: Read Ch. 6 and 12
7	March 10	Introduce Usability Report Report Writing Planning, drafting and revising	HW: Start drafting Usability Report. Read Ch. 6 and 12

		Tallying and making sense of your data	

8	March 17	Workshop Day: planning, drafting and revising Feedback on drafts from instructor	HW: Draft Usability Report
9	March 24	**No Class. Spring Break.**	
10	March 31	**No Class. Cesar Chavez Day.**	
11	April 7	Planning, drafting and revising Feedback on drafts from peers	*Usability Report draft due.* HW: Revise Usability Report. Prepare presentation.
12	April 14	Presentations Introduce Recommendation Report More on Report Writing, especially visuals Designing graphics, figures, and tables	*Usability Study and Report due at start of class.* *Informal Usability Report Presentations due.* HW: Research Recommendations for Report and write draft.
13	April 21	Planning, drafting and revising. Feedback.	*Recommendation Report draft due at 10:00.*
14	April 28	Introduce Employment Documents	*Recommendation Report due at start of class.* HW: Read Ch. 13, start drafting Resume and Cover letter
15	May 5	Feedback on Employment Documents	*Employment Documents drafts due.* HW: Revise Employment Documents and write Cover Memo.
16	May 12	Introduce Final Presentation to Client Planning, drafting, revising, and preparing final presentation to client.	*Employment Documents due at start of class.* HW: Review Ch. 15, prepare formal presentation.
Final Exam	May 21	Usability and Recommendation Report Formal Presentation **Thursday, May 21, 12:15-2:30**	