

Business 100W -- Spring 2006

Instructor: Kelly Harrison

Section 23 MW 10:30-11:45 Engr 327

Section 16 MW 12:00-1:15 Engr 327

Office: BT 765, FO 114 Phone: 924-4448

Office hours: FO: MW 9:30-10:15, BT Friday 1:00-2:30
by appointment

Email: kharriso@email.sjsu.edu

Course website: www.sjsu.edu/faculty/harrison/bus100w

Required texts & supplies

- BWC: *The Business Writer's Companion* 4e. Alred, G.J.; Brusaw, C.T.; Oliu, W.E. Bedford/St. Martin's. ISBN: 0-3124-13254
- WTTT: Write to the Top: Writing for Corporate Success. Dumaine, Deborah. Random House. ISBN: 0-8129-68980
- CR: Course Reader available online in PDF on instructor's website
- TLE: *The Literate Executive*. Rozakis, Laurie (free online via www.sjlibrary.org)
- College-level dictionary
- Lined binder paper for in-class writing.
- Blue or black pens for in-class writing and green, purple, or red pens for editing
- Internet access and email

Recommended texts

- Cliffs Notes: Writing: Grammar, Usage, and Style (CliffsQuickReview) ISBN: 0764563939
This book is only \$10 and contains great information. If you kept your grammar text from English 1A/B, you can use that.

Course Description and Objectives

Business Communication is a participatory core business course designed to teach you advanced written and oral communication skills. You will use practical and analytical approaches to develop and present content appropriate to a variety of typical business situations. This course will help you:

- Understand the role of communication in business.
- Learn how to define a clear sense of purpose and audience to guide you toward an appropriate communication strategy and tone.
- Develop editing and revising skills for effectiveness.
- Present ideas confidently, be understood, and use communications to solve business problems and achieve professional success.

The best method for strengthening your communication skills is through extensive practice, critical feedback, and detailed revision. Class time combines lecture, discussion, workshops, exercises, in-class writing, peer editing/evaluation sessions, and individual and group presentations.

Course Prerequisites

English 1A and 1B or equivalent. Completion of lower division business pool. Junior standing. Passing score on Writing Skills Test (WST). You must show proof before adding the class.

Grading

Research paper and deliverables		30%
Topic memo	25	
Sources memo	25	
Outline + intro	25	
Status report + summary	25	
Draft + annotated bibliography	100	
Final	100	
Total	(points) 300	
Quizzes, writing assignments, workshops		55%
Final Exam		15%

NO LATE ASSIGNMENTS

You are adults and responsible for attending class and turning in assignments **on time**. In business, you can be fired for not meeting deadlines. If you must miss class, contact a classmate about what we covered. Do not email me asking me what we did or if you missed “anything important”. (You did.) Instead, contact a classmate for that material. It’s OK to email me if you need clarification on an assignment or to arrange an appointment to meet in person.

Plagiarism

Plagiarism means passing someone else’s work off as your own, such as:

- using text from a book and not citing it as such
- using web page text directly in your papers without citing
- having someone else write all or part of your paper.

Any assignment containing plagiarized passages will receive a 0 grade automatically. We will discuss strategies on avoiding plagiarism, in class.

Plagiarism and cheating will not be tolerated. See me if you have questions about plagiarism. I recommend you take the library tutorial:
<http://tutorials.sjlibrary.org/plagiarism>

Turnitin.com

You must submit all out-of-class papers at <http://www.turnitin.com> to identify possible sources of plagiarism. To set up an account, you need the following information:

Class ID:
1449405 section 23
1449407 section 16
Enrollment password: sjsu

Be sure to read the university’s Academic Dishonesty policy at:
http://www.drc.sjsu.edu/about/policies_guidelines/AcademicDishonestyPolicy.pdf

Grading Policy

I will comment on and grade the quality of student writing as well as the quality of ideas being conveyed. All student writing should be distinguished by correct grammar and punctuation, appropriate diction and syntax, and well-organized paragraphs.

The Department of Business reaffirms its commitment to the differential grading scale as 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.

Note: Business 100W is an A/B/C/No Credit course, but individual papers will be graded on the A-F scale. Any student with a **final grade below a C will not receive credit for the course.** The C-grade does not exist.

Academic Standards for Assessment

The “A” paper will be well organized and well developed, demonstrating a clear understanding and fulfillment of the assignment. It will show the student’s ability to use language effectively and to construct sentences distinguished by syntactic complexity and variety. Such papers will be essentially free of grammatical, mechanical, and usage errors.

The “B” paper will demonstrate competence in the same categories as the “A” paper. The chief difference is that the “B” paper will show some slight weakness in one of those categories. It may slight one of the assigned tasks, show less facility of expression, or contain some minor grammatical, mechanical, or usage flaws.

The “C” paper will complete all tasks set by the assignment, but show weaknesses in fundamentals, usually development, with barely enough specific information to illustrate the experience or support generalizations. The sentence construction may be less mature, and the use of language less effective and correct than the “B” paper.

The “D” paper will neglect one of the assigned tasks and be noticeably superficial in its treatment of the assignment—that is, too simplistic or too short. The paper may reveal some problems in development, with insufficient specific information to illustrate the experience or support generalizations. It will contain grammatical, mechanical, and/or usage errors that are serious and/or frequent enough to interfere substantially with the writer’s ability to communicate.

The “F” paper will demonstrate a striking underdevelopment of ideas and insufficient or unfocused organization. It will contain serious grammatical, mechanical, and usage errors that render some sentences incomprehensible.

Extra Credit

Opportunities for extra credit might be announced in class.

Disabled Student Services

Students who require assistance due to a disability should contact the Disability Resource Center (Admin 110) at 408-924-6000 or 408-924-5990 TTY as soon as possible. You should also contact me and let me know what special accommodations may be necessary in the classroom.

Course Schedule

W 1.25.06

- Class: Introductions, course overview, email etiquette.
- Homework: Email instructor your professional introduction. What is your major, your current class load, your work situation, your 3-year plan?
- Buy text. Print course reader PDF at <http://www.sjsu.edu/faculty/harrison/bus100w>
- Get library card

M 1.30.06

Class:

Due: Email introduction (10pts, 100 words)

Writing assessment

The 7 Cs of Communication, “You” attitude

Homework:

 CR: “What you should already know” and “editing marks” WTTT: 1-10 BWC: Proofreader’s marks (last page), skim “documenting sources” pg 44-58, “You” attitude pg 288**W 2.1.06**

Class:

Memos, fax cover sheets, and letters.

Introducing yourself

Homework:

 Grammar quiz in WTTT pg 217-235. Write a memo summarizing your results.**M 2.6.06**

Class:

Due: Grammar memo (20 pts, 100-200 words)

Complaint letters, writing and responding

Group grammar assignments

Homework:

 WTTT: Steps 1-3, pg 11-42 BWC “readers” pg 30-31, “revision” pg 31-32**W 2.8.06**

Class:

Group grammar presentations (20pts)

Homework:

 BWC “audience” pg 3, “paragraphs” pg 20, “point of view” pg 24 WTTT: Steps 4-5, pg 43-68**M 2.13.06**

Class:

Due: Complaint letter (20pts, 200 words)

Agendas and meeting minutes

Homework:

 WTTT: Steps 6, pg 69-116**W 2.15.06**

Class:

Due: Meeting minutes (20pts, 200 words)

Research papers: appropriate topics

Homework:

 WTTT: Editing: Quiz Yourself pg 237-246**M 2.20.06**

Class:

Class meets in library room 219 for Information Literacy exam (10 pts)

Homework:

 Brainstorm research topics. Bring list to library session. BWC “research” pg 65-73**W 2.22.06**

Class:

Class meets in library room 219 for Diane Wu’s presentation (10pts)

Homework:

 Narrow your research topic

M 2.27.06

- Class: Researching and writing a research paper
Style guides, format and structure of formal and informal reports.
- Homework: Write research topic memo
 BWC pg 217-35 on resumes

W 3.1.06

- Class: **Due: Research Topic Memo (200 words, 25pts)**
Resume skills
- Homework: Refine your resume
 Review your resume at the Career Center: careercenter.sjsu.edu

M 3.6.06

- Class: **Due: Resume draft. Bring 2 copies to class (10pt, 200 words)**
Cover letters
Interviewing and hiring process
- Homework: Find a job and write a cover letter as if you were applying
 BWC: "trip reports" pg 101-2, "application letters" pg 206-11,

W 3.8.06

- Class: **Due: Cover letter. Bring 2 copies to class (10pt, 200 words)**
Due: Resume final version (50pt, 200 words)
Trip reports
- Homework: BWC: "interviewing for a job" pg 211-14

M 3.13.06

- Class: **Due: Final Cover letter (50pt, 200 words)**
Buzzword bingo
- Homework: TLE: Chapter 6, "Business Style" and Chapter 8 "Intercultural Communication"
 BWC: "global communications" pg 10-12

W 3.15.06

- Class: **Due: Research sources memo (25pts, 200 words)**
Global English revision
Elevator speeches
- Homework: CR: Elevator speeches

M 3.20.06

- Class: **Due: Elevator speech (50pts, 100 words)**
Writing business processes and procedures
- Homework: Write article review
 Find 2-3 articles on a related business topic for article review

W 3.22.06

- Class: Process and procedures exercise
Homework: Write outline and introduction for report
 BWC: "outlines" pg 17-19
 WTTT: Minutes, pg 203-6

SPRING BREAK MARCH 27 - 31

M 4.3.06

- Class: **Due: outline + intro of research paper (25pts, 400 words). Bring 2 copies to class**
Agendas and meeting minutes
Homework: Write minutes for in-class meeting
 CR: Bureaucratse

W 4.5.06

- Class: Annotated bibliographies
Homework: Write status report for research paper
 BWC: "progress and activity reports" pg 88-91
 Bring to class one business article or paragraph from a business text that is over 100 words long.

M 4.10.06

- Class: **Due: Status report and summary of research paper (25 pts, 500 words)**
Readability scores in WTTT
Logical fallacies
Homework: BWC: "documenting sources" pg 44-58, "quotations" pg 62-65

W 4.12.06

- Class: Annual reports and the prospectus
Homework: Find an annual report or prospectus and bring it to class

M 4.17.06

- Class: Writing article reviews
Group review of annual reports
Memo on findings
Homework: WTTT: pg 207-13

W 4.19.06

- Class: **Due: Draft of research paper and annotated bibliography (100pts, 1500 words minimum). Bring 2 copies**
Homework: Work on revisions to your research paper

M 4.24.06

- Class: **Due: Article review, 3-pg summary and analysis (100pts, 1000 words)**
Employee evaluations and reviews
CR: employee evaluation form
Homework: WTTT: Part 2 pg 117-150

W 4.26.06

- Class: Logical fallacies review
Homework: TLE: Chapter 11 "Persuasive Messages: Performance Appraisals and Letters of Recommendation"
 Write a performance review of your manager or a professor

M 5.1.06

- Class: **Due: Performance review (100pts, 400 words)**
Review, presentation skills
Homework: BWC: "presentations" pg 246-55
Prepare and practice your presentation
Proofread and polish research paper

W 5.3.06

- Class: **Due: Research papers (100pts, 8-10 pages ~2500 words)**
Project Presentations (50 pts)

M 5.8.06

- Class: Project Presentations

W 5.10.06

- Class: Project Presentations

M 5.15.06

- Class: Project Presentations.
Homework: Write a letter to Kelly, due at final exam. Study for final.

FINAL EXAM:

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|--------------------|-------------------|-----------|
| Section 23 (10:30) | Wednesday, May 24 | 0945-1200 |
| Section 16 (noon) | Friday, May 19 | 0945-1200 |

YOU MUST ATTEND THE FINAL EXAM FOR YOUR ENROLLED SECTION

Important Dates

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|-----------------------|---|
| Monday, February 6 | Last day to drop or withdraw without a "W" grade |
| Monday, February 13 | Last day to add courses |
| Monday, March 27 - 31 | Spring Break (no classes) |
| Monday, April 3 | Summer 2006 schedules available (tentative) |
| Monday, April 17 | Summer 2006 Advance Registration begins (tentative) |
| Monday, May 15 | Fall 2006 Registration Appointments posted (tentative) |
| Tuesday, May 16 | Last day of instruction – Spring 2006 |
| Wednesday, May 17 | Spring 2006 Study Conference Day - no classes or exams |
| TFMTW, May 18-May 24 | Spring 2006 Final exams |
| Thursday, May 25 | Spring 2006 Final exams make-up day |
| Saturday, May 27 | Commencement |
| Monday, May 29 | Memorial Day - Campus closed |
| Tuesday, May 30 | Grades due from faculty – end of academic year |
| Thursday, June 1 | Spring 2006 grades available at https://my.sjsu.edu |