ENGLISH 310
Winter 2016
Section 04, 8:10–9:00 am, MTWR in 186-C301
Section 05, 7:10–8:00 am, MTWR in 14-253

Effective communication is the key to success in business.
—Peter Schube, Chief Operating Officer, The Jim Henson Company

GOALS
In this class you will learn strategies for effective business communication. You will practice analyzing the communication situation and producing appropriate documents and presentations.

ABOUT READING
The easiest way to become familiar with standard written English is to see it. Every time you see a word in context, you gain insight into what it means, what other words go with it, what part of speech it is, and so on—all without memorization.

Read your textbooks; read the back of the cereal box; read graphic novels; read classic novels; read magazines; read on-line news; read as much as possible. The more standard English you read, the better standard English you will write.

CLASSWORK STANDARDS
Work must look professional. All assignments, including memos of transmittal, will use

- a word processor (unless I say otherwise)
- spell check
- the formatting details listed on the first page of the assignment descriptions
- all professional writing standards covered in class or in the reading up to the due date
- no Microsoft Word templates
- staples for multiple pages of any print document
- the team logo on all group assignments

NOTE: You may use recycled paper for any print assignments except any final drafts going outside of this class.

FOLLOW DIRECTIONS CAREFULLY. Assignment requirements usually differ somewhat from the examples and exercises in the text. Contact me if you have questions about the directions.
WEBSITE
My website includes the syllabus, class schedule, assignments descriptions, lecture slides, checklists for assignments, sample assignments, helpful hints, and so on.

Grade Breakdown
Check scores regularly on PolyLearn to make sure our records match. Percentages break down as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>100-93%</td>
</tr>
<tr>
<td>A-</td>
<td>92-90%</td>
</tr>
<tr>
<td>B+</td>
<td>89-87%</td>
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<tr>
<td>B</td>
<td>86-83%</td>
</tr>
<tr>
<td>B-</td>
<td>82-80%</td>
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<tr>
<td>C+</td>
<td>79-77%</td>
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<tr>
<td>C</td>
<td>76-73%</td>
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<tr>
<td>C-</td>
<td>72-70%</td>
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<tr>
<td>D+</td>
<td>69-67%</td>
</tr>
<tr>
<td>D</td>
<td>66-63%</td>
</tr>
<tr>
<td>D-</td>
<td>62-60%</td>
</tr>
</tbody>
</table>

GRADING CODES
You will find grading codes on paper assignments. You can find a list of their translations on my website. Please ask questions if you need clarification.

ATTENDANCE AND PUNCTUALITY
Attendance and punctuality count. Absences may be excused with a doctor’s note or a note from your advisor if you are attending a school-sponsored event. Emailing me to tell me you are sick does not count as an excused absence. Here is how attendance and punctuality will affect your grade:

- A range eligibility = no more than 2 unexcused absences
- B range eligibility = no more than 3 unexcused absences
- C range eligibility = no more than 5 unexcused absences

Tardies count as 1/3 of an absence up to 20 minutes late. After that, they count as an absence. Be sure to get any missed class notes from your classmates.

EFFICIENCY EXPECTATIONS
Efficient professionals complete their work on time and follow specifications. Efficient students also turn in their work on the due dates and follow all of the assignment directions. Check the class schedule daily to see what is coming due.

However, since the world is still not perfect, you may turn in one assignment late or incorrectly done without affecting your final score — as long as I get a correct version within one week of the due date. After that, late/incorrect assignments will decrease your final class score by 10 points per class day until you turn in a correct assignment (50-point deduction per day for the final report and/or presentation). Also, assignments more than a week late will get credit, but you must come to my office and see me in person for feedback.

NOTE: you may make up one quiz during the quarter for full credit with a doctor’s note, half credit without. All quiz make-ups need to take place within one week of the quiz date listed on the class schedule.

GRADING POLICY
All of the class assignments listed in the assignment description sheet as CR are required, but because you are still in learning mode when these are due, they will not determine your grade. In other words, if you make mistakes on these assignments, I will let you know, but they will not

Here's a sample of how a paper may be marked:

C = /+
F = /+
M = /+

If a student submitted this assignment for the message rewrite at the end of the quarter, as is, it would score in the B range. With appropriate revisions, this assignment could become an A.
damage your eligibility for a good final grade. You can think of it as dropping the two “lowest grades” on the individual assignments.

CR assignments will be marked for content (C), format (F), and mechanics (M) as follows:

\[ + = \text{raise plus promotion: This is already A-level work.} \]

\[ √+ = \text{raise: Above average work that will need a little revision to get to A-level.} \]

\[ √ = \text{keep job: Acceptable work that will require more revision to get to A-level} \]

\[ √- = \text{on probation: Borderline work that will need even more revision to get to A-level.} \]

\[ – = \text{ouch! You would not want to have this conversation with your boss. Typical repairs include following directions, proofreading, making sure all required elements are present, etc. If you forget a return address on a business letter for example, it’s an automatic minus for format.} \]

You can keep track of your current progress by looking at the checks, pluses, and minuses on your assignments and averaging your quiz scores.

Towards the end of the quarter, assignments will start to count for points. Be sure to read over the comments on all of your CR assignments so you know which areas to concentrate on for revisions and final assignments.

IMPORTANT: You must turn in all assignments listed in the assignment descriptions to pass the class.

GRADING WORK
Keep copies of all of your graded work until the quarter ends. It is your responsibility to check your email for the graded copies of your assignments. I usually get the assignments back to you in about a week. If you don’t see the marked up copy at the end of a week, be sure to come talk to me about it.

GROUP GRADES
I will assess the assignment submitted to me on the due date. Each person in the group is responsible for all aspects of the assignment and will receive the same group grade on the assignment—except if group evaluations indicate a lesser contribution from a particular member. Group members not making adequate contributions earn fewer points.

Do remember that simply reporting the poor performance of a group member does not improve the quality or grade of an assignment. Please let me know if you are having trouble with a group member. Group composition may be altered; however, the assignment requirements will remain the same for all students. The time saved in coordinating group work balances out individual writing and research time.

 организация

Check your Cal Poly email regularly for extra notes or schedule changes.

EMAIL
Email does not substitute for coming to see me in my office. However, you may have better luck contacting me through email than by telephoning my office. Make sure to factor in at least two working days for a response. Also remember that some emails evaporate in cyberspace, so always cc yourself on documents you send out, and give paper assignments to me in person. If you discover at the last minute that you will be out of class on the day that a paper assignment is due, you can send it to me by email before the class meets that day. It must be immediately followed up by a paper copy when you return to count as being on time.
OFFICE VISITS
If you want me to look over an assignment before the due date, bring a copy to me during my office hours. Always bring specific questions so we can use our time efficiently.

NOTES
Take notes in class. Although the slides are available on my website, they are often simple outlines, and you will want to add information to them. Quiz questions come from the notes and the text.

DRC STUDENTS
If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact both me and the Disability Resource Center, Building 124, Room 119, at (805) 756-1395, as early as possible in the term. Please let me know at least two weeks in advance if we need to fill out paperwork or make arrangements.

QUIZ ETIQUETTE
If you would like to talk to someone in the class after a quiz, please go outside the classroom so we can maintain quiet for those who are still working.

CAL POLY STATEMENT ON CHEATING AND PLAGIARISM

Cal Poly will not tolerate academic cheating or plagiarism in any form.
Learning to think and work independently is part of the educational process. Cheating or plagiarism in any form is considered a serious violation of expected student behavior and may result in disciplinary action. University policy can be summarized simply: As a student, you are responsible for your own work and you are responsible for your actions.
All faculty and students are encouraged to review the following formal policy on cheating and plagiarism (including definitions, sanctions, and appeal procedures).

Academic Dishonesty: Cheating and Plagiarism
The University will not condone academic cheating or plagiarism in any form. Faculty are expected to uphold and support the highest academic standards in this matter. Instructors should be diligent in reducing potential opportunities for academic cheating and plagiarism to occur. Students' rights shall be ensured through attention to due process, as detailed on the Office of Student Rights and Responsibilities' website.

Definition of Cheating
Cheating is defined as obtaining or attempting to obtain, or aiding another to obtain credit for work, or any improvement in evaluation of performance, by any dishonest or deceptive means. Cheating includes, but is not limited to: lying; copying from another's test or examination; discussion at any time of answers or questions on an examination or test, unless such discussion is specifically authorized by the instructor; taking or receiving copies of an exam without the permission of the instructor; using or displaying notes, "cheat sheets," or other information devices inappropriate to the prescribed test conditions; allowing someone other than the officially enrolled student to represent same.

Definition of Plagiarism
Plagiarism is defined as the act of using the ideas or work of another person or persons as if they were one's own without giving proper credit to the source. Such an act is not plagiarism if it is ascertained that the ideas were arrived through independent reasoning or logic or where the thought or idea is common knowledge. Acknowledgement of an original author or source must be made through appropriate references; i.e., quotation marks, footnotes, or commentary. Examples of plagiarism include, but are not limited to the following: the submission of a work, either in part or in whole completed by another; failure to give credit for ideas, statements, facts or conclusions which rightfully belong to another; failure to use quotation marks (or other means of setting apart, such as the use of indentation or a different font size) when quoting directly from another, whether it be a paragraph, a sentence, or even a part thereof; close and lengthy paraphrasing of another's writing without credit or originality; use of another's project or programs or part thereof without giving credit. — Academic Senate Resolution AS-722-10 (PDF)