

UM-SJTU Joint Institute
VE496 Summer 2017 – Advanced Technical Communication
16:00-17:40 Mon. Dong Zhong Yuan 4-303; 14:00-15:40 Fri. (wk.11-12)

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Location: Yu Liming Center

Course Description

Ve496 is a course about oral and written communication in English. In accordance with JI student needs as well as ABET (Accreditation Board of Engineering and Technology) requirements for effective communication, this section of Ve496 focuses less on technical communication formats taught in Capstone Design courses, and more on job-hunting communication strategies. Oral assignments for this class include impromptu “elevator introductions” and mock job interviews. Written assignments include business memos and letters of application. Individual, practical skills and experiential learning are major criteria for evaluation in this course. In terms of principal theories of communication, the exercises for this course focus on attention to audience, context, and situational needs.

Course Objectives

This course aims to help students:

- Critically analyze communication situations
- Develop immediate strategies in response to these communication situations
- Act, observe, and reflect upon communication experiences
- Assess audience needs
- Assess one’s resources and abilities to meet those needs
- Increase their fluency and use of professional English
- Analyze the structure, needs, and culture of organizations
- Compare and contrast the visions of organizations with their own

Required/Recommended sources

Lunsford, Andrea A. *The Everyday Writer* 5th Edition. New York: Bedford St. Martin’s, 2013.
Other readings to be announced.

Honor Code

You **MUST** refer to the 2013 JI Undergraduate Student Handbook, Section 9, for a description of acceptable academic conduct (see http://umji.sjtu.edu.cn/wp-content/uploads/2014/09/Undergrad-Student-Handbook_2014.pdf). Section 9 of the Handbook contains the Honor Code. All work handed in for this class must be your own. The inclusion of any data, words or ideas from any other source must be acknowledged, and that source must be given proper credit. Failure to do so is a violation of the Honor Code. Any suspected violation of the Honor Code will be reported to the Honor Council for investigation.

Please be sure to understand JI's policy on plagiarism. For this course, it is defined as:

- a) The use of any passage of **three words or longer** from another source without proper attribution. Use of any phrase of three words or more must be enclosed in quotation marks ("**example, example, example**"). The source of the material must be identified in the text, by a parenthetical reference, a footnote, or endnote.
- b) Use of material from an uncredited source, making very **minor changes** (like of word order or verb tense) to avoid the three-word rule.
- c) Inclusion of **facts, data, ideas** or **theories** originally thought of by someone else, without giving that person (organization, etc.) credit. You must identify the source, whether in an endnote, a footnote, parenthetical reference, or in the text.
- d) **Paraphrasing** ideas or theories (writing them in your own words) without giving the original thinker proper credit.
- e) Allowing another person to make extensive changes to your paper. This is considered "unauthorized aid." Allowing a friend to check your work for minor errors is fine.
- f) Use of an electronic translation program such as Google or Baidu Translate. Use of machine translation programs is classified as "unauthorized aid."

Please note that because **even partially plagiarized** assignments will receive a failing grade, it is in your best interest to do your work on your own. Even assignments you have difficulty doing well will result in a grade higher than plagiarized work that is discovered by the instructor or TA. If you have any questions about what constitutes plagiarism or how to avoid plagiarism, please do not hesitate to ask your professor or TA.

Course Policies and Expectations

Handing in assignments: please hand in your work under the "Assignments" section of Sakai. Your file name should be: Lastname_Firstname_Assignmentname_Studentnumber.docx (ie: Yang_Andrew_ProcessEssay_1234567890.docx. I will accept assignments as .doc, .docx, or .pages format; I will not accept assignments in any other form (ie: .pdf) or with any other file name.

Grading: Please do not discuss grades, either in or out of class. Grades are a private matter and should not be used as a point of comparison with others. If you would like to dispute a grade,

please email your TA or me with your reason(s) for the dispute. Any discussions about grades you get on your work should take place calmly and professionally. It is recommended that students wait 24 hours before contacting an instructor or TA about a disputed grade.

Late penalties: Your grade for the assignments will drop by 1/3 of a letter grade for each day that they are late, including weekends. In other words, a paper that would otherwise receive an A, if handed in one day late, would drop to an A- (and so on). Assignments will not be accepted for marking one week after the due date.

Extensions will only be given in exceptional circumstances, such as personal illness or family emergency, *with proper documentation*.

Expectations: in general, students are expected to attend classes and participate, be polite, help classmates when needed, manage their schedule, speak English during class time and office hours with instructor and TAs, avoid plagiarism. *The TA and I will enforce the use of English in class strongly.* Laptops and ipads, etc. may only be allowed in class as long as they are being used for educational purposes, such as note-taking; otherwise all electronic devices must be turned off. The instructor reserves the right to ban laptops in the classroom if this policy is violated. Please turn off mobile phones and laptops during tests.

Attendance: Attendance is required. Please come to each class, and to your assigned section. Failure to attend class will affect your grade. Students who miss over 1/3 of classes cannot pass.

To quote JI policy on leave/missed classes:

- a) “An advance request for leave of absence is required if the student cannot attend the class due to illness or other reasons. Absence without approval will be regarded as skipping classes.”
- b) “A note that a student visited a medical facility is not sufficient excuse for missing an assignment or an exam. The note must specifically indicate that the student was incapable of completing an assignment or taking an exam due to medical problems and that this condition was sudden enough that it was impractical to contact the instructor in advance.”

Students will receive a zero for any in-class work or quizzes they miss due to unexcused absences. **Please note** that even with an excused absence, you are still required to hand in any work that was assigned in that class on time. In other words, if you have an approved leave of absence on Monday, you are responsible for handing in any homework that was assigned that day, and must hand it in at the same time as other students.

Assignments and value

The final course grade will be calculated as follows:

Assignment:	Percentage of final grade:
Elevator Speech	10%
Mission Statement	5%
Business Memo	20%
Letter of Application	25%
Job Interview	25%
Participation (Lecture Performance, Activities, etc.)	15%

Reading Schedule/Sequence – subject to revision and change

Week	Day	Lesson
1 5/15	T	Course and syllabus introduction; Honor Code of JI Diagnostic Assignment Elevator Speeches <i>HMWK: Elevator Speech, Career Vision (optional)</i>
2 5/22	T	Principles of Technical Communication The Job Search Resumes Plagiarism & Release Contracts <i>Homework (HMWK): Release Contract</i>
3 5/27	T	Release Contract Due Organizations and Goals Mission Statements <i>HMWK: Mission Statement</i>
4 6/5	T	Mission Statement Due Organizational Structures
5 6/12	T	Business Memos <i>HMWK: Business Memo</i>
6 6/19	T	Business Memos II
7 6/26	T	Business Memos Due Job Markets
8 7/3	T	Qualifications, Credentials Experiential Learning Narrating Your Experience

9 7/10	T	Letters of Application <i>HMWK: Letter of Application</i>
10 7/17	T	Letters of Application II Job Fairs
11	T 7/24	Letter of Application Due Interviewing I: Research & Preparation Your Resume and Experience
	F 7/28	Interviewing II: Attitude and Personality Body Language, Appearance Questions for the Organization
12	T 7/31	Job Interviews I
	F 8/4	Job Interviews II