

Japanese 395-01
Advanced Business Japanese: Business Writing
Fall 2010

SYLLABUS

COURSE DESCRIPTION:

As the political and economic relationship increasingly strengthens between the United States and Japan, we need to develop highly skilled professionals in the field of business writing. Business writing is imperative for formal communications in various business situations. To begin with, writing up such things as requirements on business activities, new plans, and ideas in a document form not only prevents us from overlooking critical issues, but it also helps us organize our thoughts in succinct and straightforward ways. Business letters furthermore help us reduce the risk of miscommunications with others, while word-of-mouth and telephone conversations, in which the pertinent information is not documented, may lead to future problems. In this course, students will be introduced to most of the areas associated with business writing. The course also provides intensive training in reading and writing business documents in Japanese.

I. PREREQUISITES:

Japanese 250, 301, and 302, or equivalent.

II. INSTRUCTOR

Masahiko Minami

III. OFFICE HOURS:

HUM 339

Phone: 338-7451

E-mail Address: mminami@sfsu.edu

Monday & Wednesday, 10:10 a.m. – 11:00 a.m. & Monday 2:10 p.m. – 4:00 p.m.

IV. REQUIRED TEXT MATERIALS:

奥村真希・安河内貴子 (2007) 『日本語ビジネス文書マニュアル』 アスク.

(ASK hereafter) The above textbook is available at 紀伊国屋 (Kinokuniya)

Bookstore, 1581 Webster, Japan Center, San Francisco.

JAPN 395 Course Reader (CR hereafter).

The above course reader is for sale at the San Francisco State University Bookstore.

V. MEETING HOURS AND CLASSROOM:

Monday, Wednesday, & Friday 11:10 a.m. - 12:00 p.m. HUM 118

VI. CLASS PROCEDURE:

The course includes lectures, discussions, reading and writing exercises, homework (HW) assignments, and a final examination.

VII. COURSE REQUIREMENTS & EVALUATION:

Regular attendance, class participation, writing assignments, and the final exam are the required course components. Students are expected to have completed assigned readings before designated class, studying vocabulary and Kanji characters. Students' performance will be evaluated according to the following method:

Attendance	10%
Writing Assignments (HW: 作文練習)	65%
Final Examination	25%
TOTAL	100%

Students are expected to submit all assignments on time!

Please note that this class will enforce a strict **NO MAKE-UP** policy!

- A) Attendance, Preparation, & Class Participation: Because of the cumulative nature of interpretation skills acquisition, it is essential that you keep up with the course work and attend all classes.
- B) Written Assignments: Written assignments will be given regularly.
 - **No late homework submission will be accepted.**
- C) Final Examination: There will be a final examination, which includes everything you learn in this class.
- D) Computer-Assisted Language Learning (CALL) programs are also available for this course. Visit <https://ilearn.sfsu.edu>.

The courses are organized in the following ways:

- Importance of Business Writing

Business letters are basically divided into two types: (1) “external” documents prepared for customers and others outside the company, and (2) “internal” documents submitted to managers and colleagues in one’s own company. Business letters thus perform communication in order to ensure smooth operation not only internally but also with business partners outside the company.

Because business letter are formal documents, their objectives and writing styles differ from personal letters. Particularly, external documents must be of top quality; otherwise, the company may end up with poor marks and suffer from bad reputations. We must bear in mind that when writing a letter, we represent our company. Thus, sending out improperly formatted documents with typographical errors and misspellings are not acceptable. It goes without saying that internal documents must also be prepared without typographical errors and misspellings. Furthermore, people in managerial positions are likely to read internal documents, which, in terms of content, must be written in not only clear-cut and simple but also accurate manners.

Courtesy is essential in business, particularly in Japanese business. This is not limited to business letters. Courtesy letters, such as greetings and invitations, play a vital role in running one’s business smoothly. Because documents with proper use of honorific expressions are indispensable, JAPN 395 emphasizes business letters as a communication tool that conforms to rules of courtesy.

E-mails have recently been used more often than ever before although business letters still play a pivotal role. While e-mails are convenient, recipients at times may feel that they are not being treated in a polite manner. This is because, unlike business letters, formal rules for business e-mails have not yet been established although there are some basic manners for writing e-mails. Since mastery of how to write good business e-mails is equally important nowadays, the issue of how to write easy-to-understand and well-mannered e-mail messages will be discussed in the course.

- Thematic Units

- External Letters/e-mails

Business letters are written for such purposes as: (1) inquiry, (2) apology, (3) notification or information, (4) reply, and (5) request for payment or collection notice. Advanced Business Japanese: Business Writing (JAPN 395) covers these different types of business letters. A letter of inquiry is a letter for asking something. A letter of apology is sent for the purpose of admitting one's mistake when a problem or miscommunication has arisen. A letter of notification or information is used for the purpose of informing the recipient of a shipment or remittance. A letter of reply is used when there is a necessity to respond to a recipient's request, negotiation, or inquiry. Finally, a letter of request is prepared when an invoice, in which the price and other details are written, needs to be sent out. The course will cover these types of business letters.

- Internal Letters/e-mails

Internal letters, or intra-company business letters, are prepared for such purposes as: (1) a document for obtaining a final decision or approval from one's superiors, (2) a document for reporting something important to one's supervisors, (3) a document that records what was discussed and decided upon in a previous meeting, (4) a document for submitting one's superiors a new project for promotion or improvement of company operations, and (5) a document that expresses one's apology when one has caused a problem. The course tries to cover at least some of these issues.

Tentative Course Schedule for Fall 2010 The schedule shown below is tentative for the whole semester. Please note that day-to-day details of the curriculum are subject to change.

Date	Themes	Activities/Assignments
8/25 (Wed)	オリエンテーション&自己紹介	
8/27 (Fri)	敬語の基本用法 I	Read: ASK pp. 29-36
8/30 (Mon)	敬語の基本用法 II	Read: CR pp. 1-2
9/1 (Wed)	ビジネス文書 I : 社内文書	Read: ASK pp. 10-15
9/3 (Fri)	ビジネス文書 II : 社外文書	Read: ASK pp. 16-23
9/6 (Mon)	Labor Day No Class	
9/8 (Wed)	ビジネス文書 III : まとめ	Read: ASK pp. 24-26 Read: CR pp. 3-7
9/10 (Fri)	社外文書 照会状・回答状 I	Read: ASK p. 72 Read: CR pp. 8-9 (1A, 1B)
9/13 (Mon)	照会状・回答状 II	Read: ASK pp. 74-75
9/15 (Wed)	交渉状・照会状・回答状 I	Read: ASK p. 73 Read: CR pp. 10-12 (2A, 2B, 2C) HW: 作文練習 #1 (照会状) due
9/17 (Fri)	交渉状・照会状・回答状 II	Read: CR pp. 13 (3) HW: 作文練習 #2 (回答状) due
9/20 (Mon)	依頼状 I	Read: ASK pp. 60-63 HW: 作文練習 #3 (照会状) due
9/22 (Wed)	依頼状 II	Read: CR pp. 14-16 (4-1, 4-2, 4-3) HW: 作文練習 #4 (回答状) due
9/24 (Fri)	復習 Self Study	
9/27 (Mon)	注文書・通知書 I	Read: ASK pp. 68-69 HW: 作文練習 #5 (交渉状) due
9/29 (Wed)	注文書・通知書 II	Read: CR pp. 17-19 (5A, 5B, 5C)
10/1 (Fri)	復習	
10/4 (Mon)	通知書・詫び状 I	Read: CR pp. 20-21 (6A, 6B) Read: ASK pp. 64-67 HW: 作文練習 #6 (通知書) due
10/6 (Wed)	通知書・詫び状 II	Read: ASK pp. 64-67
10/8 (Fri)	復習・交渉状 (CR p. 22: 回答状 7)	HW: 作文練習 #7 (詫び状) due

Date	Themes	Activities/Assignments
10/11 (Mon)	請求状・督促状 I	Read: ASK pp. 76-79
10/13 (Wed)	請求状・督促状 II	Read: CR pp. 23-24 (8A, 8B)
10/15 (Fri)	復習	HW: 作文練習 #8 due
10/18 (Mon)	社公文書（案内状その他） I	Read: ASK pp. 68, 70-71
10/20 (Wed)	社公文書（案内状その他） II	Read: CR p. 25 (9-1)
10/22 (Fri)	社公文書（お祝い状・お見舞い状） III	Read: CR pp. 26-27 (9-2, 9-3)
10/25 (Mon)	社内文書 報告書 I	Read: ASK pp. 42-45
10/27 (Wed)	報告書 II	Read: CR p. 28 (10)
10/29 (Fri)	指示書	Read: CR p. 29 (11) HW: ASK p. 45 応用練習 due
11/1 (Mon)	企画書・提案書 I	Read: ASK pp. 50-53
11/3 (Wed)	企画書・提案書 II	Read: CR pp. 30-31 (12-1, 12-2) HW: ASK p. 53 応用練習 due
11/5 (Fri)	復習	
11/8 (Mon)	始末書 I	Read: ASK pp. 54-57
11/10 (Wed)	始末書 II	Read: CR p. 32 (13) HW: ASK p. 57 応用練習 due
11/12 (Fri)	復習・ビジネスメール I	Read: ASK pp. 82-89
11/15 (Mon)	ビジネスメール II 案内	Read: ASK pp. 82-89, 92 Read: CR p. 33 (14)
11/17 (Wed)	依頼・お礼・督促・回答 I	Read: CR pp. 34-37 (15A, 15B, 15C, 15D)
11/19 (Fri)	復習 Self Study	
11/22 (Mon)	Fall Recess: No Classes	
11/24 (Wed)		
11/26 (Fri)		

Date	Themes	Activities/Assignments
11/29 (Mon)	依頼・お礼・督促・回答 II	Read: ASK pp. 93-96
12/1 (Wed)	依頼・通知・承諾	Read: CR pp. 38-40 (16A, 16B, 16C)
12/3 (Fri)	照会・回答・お礼	Read: CR pp. 41-43 (17A, 17B, 17C)
12/6 (Mon)	照会・回答・受領	Read: CR pp. 44-46 (18A, 18B, 18C) HW: 作文練習 #9 due
12/8 (Wed)	お詫び	Read: CR pp. 47-49 (19-1, 19-2, 19-3)
12/10 (Fri)	断り	Read: CR p. 50 (20)
12/13 (Mon)	社内メール・総復習	Read: CR p. 51 (21) HW: 作文練習 #10 due
12/15 (Wed)	FINAL EXAM (10:45 a.m. - 1:15 p.m.)	