

Written Communication: Business Section 09

ENGL 100WB

Fall 2024 3 Unit(s) 08/21/2024 to 12/09/2024 Modified 08/27/2024

Course Description and Requisites

Written communications for business majors; includes minimum of 8,000 words of writing spaced throughout the semester.

Writing in the Disciplines: Satisfies the CSU Graduation Writing Assessment Requirement (GWAR) if passed with "C" or better.

Prerequisite(s): A3 or equivalent second semester composition course (with a grade of "C-" or better); completion of core GE; and upper division standing. Or Graduate or Postbaccalaureate level. Allowed Declared Majors: All Business Administration majors, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, Organizational Studies.

Letter Graded

* Classroom Protocols

I have one rule: be respectful. This means no texting, no on-line shoe shopping, no unnecessary yawning, no snoring or otherwise making random noises. No arriving fifteen minutes late and interrupting the lecture or discussion to fumble to your seat.

Late work: Assignments cannot be handed in late without prior consent of the instructor; any assignment arriving after the due date is considered late.

AI: AI usage is only permitted when explicitly stated, and in the manner stated, by the instructor. Writing composed with AI outside of those parameters will receive either a 0 or require revision which will receive a severely reduced grade.

Program Information

Writing in the Disciplines (WID) courses develop students' abilities to communicate effectively in their major course of study and in their careers. With an emphasis on critical thinking, these upper-division core courses advance students' understanding of the genres, audiences, and purposes of college writing while preparing them for successful communication in their chosen professions. Completing Writing in the Disciplines with a C or better is an SJSU graduation requirement.

Writing in the Disciplines Learning Outcomes Upon successful completion of a Writing in the Disciplines course, students should be able to:

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

Writing Practice: Students will write a minimum of 8000 words, at least 4000 of which must be in revised final draft form.

Course Materials

Required Texts:

10 *Steps to Successful Business Writing, 2nd ed*, Appleman, Jack. ISBN: 978-1-947308-30-5

Notebook/binder for notes and papers

Course Requirements and Assignments

Grades will be determined out of a possible 500 points and will be distributed as follows:

Out of class writing (9 assignments -- 8@20, 1@15)	175
In-class quizzes or workshops (5)	50
Job related documents (5 – 3@20, 2@10, 1@15)	75

Formal report and all related docs..... 150

Final exam 50

✓ Grading Information

Grading scale: A-F.

A+=100, A= 95, A-=90: Excellent writing that is informative, persuasive, correct

B+=89, B=85, B-=80: Above average writing that is organized, developed, and effective

C+=79, C=75, C-=70: Satisfactory writing that is clear, coherent, and complete

D+=69, D=65, D-=60: Unsatisfactory writing that is unclear, incoherent, and incorrect, difficult to follow

F=50: Writing that is off-topic, late, incomplete

University Policies

Per [University Policy S16-9 \(PDF\)](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant university policy concerning all courses, such as student responsibilities, academic integrity, accommodations, dropping and adding, consent for recording of class, etc. and available student services (e.g. learning assistance, counseling, and other resources) are listed on the [Syllabus Information](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) web page. Make sure to visit this page to review and be aware of these university policies and resources.

Course Schedule

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/22	Course overview: syllabus, expectations, success, ice breakers
2	8/27 8/29	Intro to professional writing Rhetorical Triangle and TPAM 5 Rs, 4 Cs Letters *Best Student letter assigned Effective/Ineffective writing Step 1, <i>10 Steps</i> *Brainstorm assigned

Week	Date	Topics, Readings, Assignments, Deadlines
10	10/22	Formal Reports cont.
	10/24	Formal Reports
11	10/29	Giving presentations *Presentations assigned
	10/31	Progress Reports *Progress report assigned
12	11/5	Work on presentations *in-class assignment
	11/7	Presentation workshop Audience feedback *Audience feedback assigned
13	11/12	Presentations *Progress reports DUE
	11/14	Presentations

Week	Date	Topics, Readings, Assignments, Deadlines
14	11/19 11/21	Presentations Presentations
15	11/26 11/28	Presentations continued if necessary Social Media writing Formal report check-in *Audience feedback DUE *Social media post ASSIGNED THANKSGIVING HOLIDAY
16	12/3 – 12/5	Formal report workshop *in-class assignment Class review and prep for final exam *Social media post DUE
Final Exam	12/17	9:45 - 12 *Formal report DUE

NOTE: Assignments, but not due dates, are subject to change