

# Written Communication: Business Section 82

## ENGL 100WB

Spring 2024 3 Unit(s) 01/24/2024 to 05/13/2024 Modified 01/19/2024

### Course Information

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English 100WB is a participatory course that offers a practical approach to business communication, emphasizing situations that require both oral and written communication. Assignments enable students to practice and apply both practical and theoretical aspects of workplace communication.

Students will develop advanced proficiency in college-level writing and appropriate contemporary research strategies and methodologies to communicate effectively to both specialized and general audiences. This course reinforces and advances the abilities developed in other writing courses, and it broadens and deepens these to include mastery of the discourse peculiar to business communications.

This course uses a simulated workplace approach that will ask you to write as if you are “on the job” and doing projects for specific clients.

Assignments utilize research and oral and written communication skills. This course promotes reflective processes and critical analysis.

This course operates as a seminar/workshop, with lotsa discussion and very little lecture. You are expected to come to class prepared to participate every single day.

### Class Meeting

Tuesday, Thursday, 3:00 PM to 4:15 PM, On the Zoom

### Course Description and Requisites

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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.½Allowed Declared Majors: All Business Administration majors, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, Organizational Studies.

Letter Graded

## \* Classroom Protocols

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Students are expected to arrive on time and be ready to work at the beginning of class.

## ≡ Program Information

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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 Goals

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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.

## ▮ Course Learning Outcomes (CLOs)

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Students shall write complete texts that demonstrate college-level proficiency. Students shall be able to:

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

## Course Materials

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The Business Writer's Companion, Eighth Edition. By Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu.

Publisher: Bedford/St. Martin's; Eighth edition (February 28, 2017)

Language: English

Spiral-bound: 480 pages

ISBN-10: 131904476X

ISBN-13: 978-1319044763

## Course Requirements and Assignments

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Introductory Memo and Short Presentation (100 points)

Usability Project (650 points total)

Planning Report (200 points)

Planning Report Informal Internal Presentation (50 points)

Usability Study Findings and Recommendations Report (300 points)

Usability Study Findings and Recommendations Formal Presentation (100 points)

Employment Documents (150 points)

Application Letter

Resume

Cover Memo

Participation and Reading Quizzes (100 points)

All written assignments will include drafts and feedback.

## Grading Information

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Grades on projects will be assigned numerical scores and weighted according to the project. Final grades will be reported as A+/A/A-/B+/B/B-/C+/C/C-/D+/D/D-/F.

The department of English reaffirms its commitment to the differential grading scale 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.

A passing grade in the course signifies that the student has developed those writing, reading, and research abilities necessary for upper-division work in those majors that comprise the College of Business.

This course must be passed with a C or better as a CSU graduation requirement.

All projects and assignments are due on the announced due dates. Late projects will be penalized one full letter grade for each day the project is late.

In a participatory class like this one, participation is crucial and will be graded accordingly. In its simplest form, good participation is defined as active contribution to class discussion and workshop sessions, including giving and receiving well thought out and considered feedback.

## University Policies

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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.