Written Communication: Business

ENGL 100WB

Spring 2026   Section 02   In Person   3 Unit(s)   01/22/2026 to 05/11/2026   Modified 01/21/2026

👤 Contact Information

Instructor: Alesya Petty

Office Location: FOB 224

Telephone: Not available via telephone

Email: Alesya.Petty@sjsu.edu

Office Hours: Tuesdays 12:00 - 1:00 pm (and by appointment) on Zoom

Class Days/Time: Tuesday & Thursday 3:00 - 4:15 pm in-person

Location: Sweeney Hall 242

🖥 Course Description and Requisites

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

Satisfies Writing in the Disciplines (WID).

Prerequisite(s): 1B 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, and Information Science & Data Analytics.
Grading: Letter Graded

Note(s): Must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR).

✳ Classroom Protocols

It's crucial to attend in-person classes to keep up with updates in the course and to do collaborative work for projects.

In-person meetings include collaborative work, interactive workshops, presentations, one-on-one conferences, instructor and peer feedback. Participation for in-person activities cannot be made up. No amount of solitary or make-up work can replace meaningful interactions with the class learning community in real time.

Homework must be completed before coming to in-person class and **all assignments are due on Monday night at 11:59pm.**

Late work for weekly homework is accepted with a *10% penalty per day*. In-class assignments cannot be made up. *Up to 3 in-class routine activities can be excused during the semester for any reason (sickness, appointments, emergencies, conferences, etc.)*. In cases of emergency or sickness, extensions may be given for submitting a major assignment on an individual basis with a timely notification before the deadline and documented proof of the emergency or sickness.

Group projects are meant to be productive and collaborative experiences, preparing students for team-based work environment outside of college. Consistent, responsive, active, and responsible contributions and collaboration are expected of all team members. All teams and members will have evaluations at the end of the project. In cases, when team members note lack of participation and contributions, which is may be reflected in the shared documentation, and/or poor project presentation, the grade for the course will be lowered.

Missing a class. Please, hold yourself responsible to find out what you missed by contacting the classmates through various communication tools available to you through Canvas messaging, other communication channels set up for the class (student-organized Discord, etc.). Check updates on Canvas regularly. Class is a learning community of students who can help each other throughout the learning process. The role of the instructor is to help you navigate the course and to facilitate the learning. Generally, instructors do not have the capacity to repeat or summarize taught lessons to individual students through messaging.

Concerns about performance in the course. Please, drop by virtual office hours or schedule an appointment to discuss anything relating to your ability to succeed in the course. I am here to help you with whatever situations may arise during the course of your studies. I am highly invested in your learning and wish you to be successful in your studies.

Final submissions. All final drafts and graded assignments must be proofread and polished. However, Grammarly or any AI digital tools are not permitted in this course, because their use prevents the development of skills trained in this writing course. See AI policy for more details. Make sure to leverage free resources and tutoring services available to you through the Writing Center and any other student support services. Assignments are usually graded within a week of submission date. This means that if you submitted an assignment 2 days later, it may also be graded later. There may be delays on the usual

turn around time due to instructor's other professional responsibilities and circumstances (away for a conference, sick, etc.), in which cases I'll notify the class through announcements. Larger projects or drafts requiring feedback may take extra time as well.

Classroom netiquette. Be courteous and respectful of your classmates who constitute a diverse learning community. Class dynamics are much enhanced when all members can participate in the same conversation. Please make the wise choice to stay on task in our sessions and ignore the urge to check your social media or engage in other destructions. You can bring a closed-top cup or water bottle to class, but please no snacking or eating as it interferes with learning. Just think of things you would not do in a business meeting and treat the class environment is a similar way.

Recording in our classroom and sharing of the contents of the Canvas course are not allowed and are protected by university policies.
Technology issues will not be accepted as an excuse for late work. To avoid these issues, you should do the following:

- Have a backup plan in case of equipment failure. (You can rent laptops from the Martin Luther King Jr. Library.) Save back-up copies of all your course work on Google Drive. After submitting an assignment on Canvas, review it to ensure that you uploaded the correct file. All assignments are graded as submitted.

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- After submitting an assignment on Canvas, review it to ensure that you uploaded the correct file. All assignments are graded as submitted.

If you experience technical difficulties and have issues submitting your work on Canvas, you are responsible for reaching out to the IT support department to obtain documentation of the issue.

Technology Requirements

During all class meetings on campus, you are also required to have access to some technology, such as a laptop or a tablet. As we will use online tools, such as a digital whiteboard, live during the class, you must have access to a laptop or tablet for participation purposes. We will also complete writing tasks during class, which you must type and submit online. Additionally, we will use Canvas, the SJSU Learning Management System, for instructional materials, activities, and assignments. Therefore, you will need regular access to the internet and technology for this class. If you need to borrow laptops, tablets, and other electronics, please contact Student Computing Services at https://library.sjsu.edu/student-computing-services/student-computing-services.

To produce and share your work, you will use Google Docs and enable viewers to comment on your work. If you need help to access these technologies, please contact the IT Service Desk at https://www.sjsu.edu/it/support/service-desk/index.php.

Plagiarism and AI Policy

San Jose State University defines plagiarism as the act of representing the work of another as one's own without giving appropriate credit, regardless of how that work was obtained, and submitting it to fulfill academic requirements. Please check out SJSU's policy in full [here.](#)

To avoid plagiarism, give credit to your sources in the following situations:

1.) Using someone else's direct words (use quotation marks and give the source).

"In the midst of Silicon Valley and all over the globe, SJSU engineers are designing and building high impact innovations, with a particular focus on challenges to global sustainability" (Wei, 2011).

The full reference will be in the back of the report, using APA format.

2.) Using someone else's ideas, in your words, that are not common knowledge.

Through the Global Technology Initiative at SJSU, 25 students are selected each year to travel for two weeks to India or China, all expenses paid by GTI. (College of Engineering, 2012). (Note this is not the exact words, so there are no quotation marks.)

The full reference and website will be in the back of the report, using APA format.

3.) Using specific statistics, graphics, drawings, etc. that are not yours.

San Jose State University defines plagiarism as the act of *representing the work of another as one's own* without giving appropriate credit, *regardless of how that work was obtained*, and submitting it to fulfill academic requirements.

 To avoid plagiarism, give credit to your sources in the following situations:

4.) Using AI to generate ideas.

If needed, you may use language models and AI tools as a resource for generating ideas and inspiration, but you must never pass it off as your own work. Any use of language models or AI tools, like Chat GPT, must be properly cited and acknowledged, just as with any other source of information.

The Use of Artificial intelligence (AI) and large language models

Please make sure you write the documents that you submit for class. Using AI tools, such as Chat GPT, to write your assignments for you falls under the definition of plagiarism and is not allowed. Assignments with plagiarism cannot be rewritten for credit. Additionally, your department chairperson will be notified, and academic sanctions will be applied. Please see SJSU's policy on academic dishonesty [here.](#)

Remember, plagiarism is a serious issue. When you submit work in PDF format, ensure Turnitin scores your work as either blue or green. No other scores are acceptable.

▦ 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 Goals

Students will be able to:

1. Format, compose, and revise professional documents for various contexts
2. Identify and articulate the audience "take-away" message in every communication
3. Analyze and adapt communications based on rhetorical situation and pragmatics
4. Recognize a variety of communication needs and constraints and employ appropriate strategies to meet those needs in a variety of business situations
5. Evaluate communication strategies for effectiveness
6. Justify communication decisions using knowledge of pragmatics, business culture norms, and rhetorical situations
7. Create communications and presentations that are ethnically, legally, and culturally appropriate

▤ Course Materials

There are no required textbooks for this course.
Recommended Readings

Business Communication Today , 15 th Ed., by Courtland L. Bovee and John V. Thill

Technical Communication, 13th Ed., by Markel M., & Selber, S. A. (2020). Bedford/St. Martin's.

Business and Professional Writing: A Basic Guide, 2nd ed. by Paul MacRae (ISBN 9781554814718)

Publication manual of the American Psychological Association: the official guide to APA style (7th ed.). American Psychological Association.

Other Readings

Various articles and other content will be linked on Canvas. Some will be direct links, and other readings will be found under "Library Course Materials" in the blue menu on the left side of Canvas. The syllabus indicates where readings can be found.

Other technology requirements / equipment / material

Please make sure that ALL documents are kept in a cloud folder; do not rely on your laptop/desktop for storage. Please download both the Zoom app and the Canvas app to your cell phone in case a blackout occurs in your area. You will always need to plan for a back-up solution.

☰ Course Requirements and Assignments

Reading: These reading assignments serve as the foundation for class discussions and/or models of excellence. You must complete all assigned readings <u>before class</u>.

There are two locations where you can find our readings. Readings that are freely available on the internet are linked directly in the most appropriate module. Please read these articles before class on the day they appear on our schedule. When this is the case, I note this on the schedule so you can easily find the required reading and prepare for our lesson. Additionally, some of our readings are located directly in our "Library Course Materials" list. You can find this link on the left menu on Canvas. This link will take you to a list of resources I have prepared for you. When this is the case, I indicate it on Canvas.

Writing Projects: These projects are indeed projects, not "papers." By that, I mean that each writing project consists of multiple documents centered around one theme. As such, these writing projects will take time to complete as you must move through the writing process for each document required by the project. (Word count: 8000 or more words drafted, including 4,000 of the final draft word count).

Writing projects will include texts necessary for successful business communications, which may include, but are not limited to, formal and informal correspondence (emails, memos, letters), employment application materials (resumes, cover letters, etc.), reports, and proposals. More instructions and examples will be posted on Canvas for each writing project. All assignments must be submitted through Canvas and adhere to formatting and citation guidelines for professional writing in the workplace. For this class, there will be four major writing projects.

Assignment	Word count	Learning Outcomes
Short Writing Tasks	2500	1, 2, 3, 4
Writing Projects	3000	1, 2, 3, 4

| Homework | 2000 | 1, 2, 3, 4 |
| Final Exam | 500 | 3, 4 |

✔ Grading Information

This course must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR).

Requirements for each assignment will vary, but in all cases, grades will reflect the text's effectiveness, which is broken down into six major areas: rhetorical/contextual awareness, focus, organization, development, style, and mechanics. More specific rubrics will be provided on Canvas.

Time Management: "Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus."

Grade Distribution based on Canvas 100% grading scale is as follows:

	100-98 A	97-95 A-
94-92 B+	91-89 B	88-86 B-
85-83 C+	82-80 C	79-77 C-
76-74 D+	73-71 D	70-68 D-
67 and below F		
All assignments are submitted to turnitin.com for plagiarism screening. You must check your originality report for submitted assignments to make sure you are not plagiarizing.		

Passing Grade for the course is C or better. **No** incompletes will be given for the course.

Though there is no specific extra credit in the course, these low-stakes activities and assignments work in a similar way to extra credit to boost consistent effort, work ethics, and participation, allowing students to catch up with partial credit.

Final Examination or Evaluation

"Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment." In our courses, we will create a portfolio at the end of the semester as our culminating activity.

🏛 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.