

San José State University
Department of English & Comparative Literature
English 100WB: Written Communication: Business, Section 10, Fall, 2021

Course and Contact Information

Instructor: Jennifer Bean
Office Location: Zoom
Telephone: Not available via telephone
Email: Jennifer.bean@sjsu.edu
Office Hours: TH 2:00-3:00 (and by appointment)
Class Days/Time: Tuesday (18:00-20:45)
Classroom: Zoom

Prerequisites: A3 or equivalent second semester composition course (with a grade of C- or better); completion of core GE; satisfaction of Writing Skills Test or completion of ENGL 100A / LLD 100A with C or better; and upper division standing. Allowed Declared Majors: All Business Administration majors, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, Organizational Studies. Or Graduate or Postbaccalaureate level.

GE/SJSU Studies Category: Written Communication II (Z)

Course Description

This course aims to simulate actual business communication scenarios (both oral and written) that business professionals encounter in their daily work lives. Assignments and activities have been designed to enable students to practice and apply practical and theoretical approaches to real-life work situations. Both practical (communication mechanics and style) and theoretical (pragmatics) aspects will be emphasized.

Course Format

This course meets online via Zoom. This requires you to have access to some technology, such as a laptop, a smartphone, and/or a tablet with video conferencing capabilities. 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](https://library.sjsu.edu/student-computing-services/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 comments 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>.

Messaging

To communicate with me, please email me directly at my SJSU email address, which is located on the first page of this syllabus. Course materials, such as the syllabus, handouts, assignment instructions, etc. can be found on Canvas. I will use Canvas messages and announcements to update you on classroom issues and assignments, so be sure to check for emails from me via Canvas. They will be sent to your sjsu.edu email account, your Canvas

inbox, and any other email you link in Canvas. You are responsible for regularly checking with the messaging system through MySJSU or Canvas to learn of any updates.

Student Learning Outcomes (SLOs)

Upon successful completion of this course, students will be able to:

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

English 100WB Objectives- Students will be able to:

- Format, compose, and revise written documents for a variety of contexts
- Identify and articulate the audience “take-away” message in every communication
- Use a variety of communications tools and strategies to communicate effectively
- Communicate numerical data effective in both written and oral formats
- Employ advanced research strategies and incorporate research appropriately into written and oral communication for a variety of purposes
- Analyze and adapt communications based on rhetorical situation and pragmatics
- Recognize a variety of communication needs and constraints and employ appropriate strategies to meet those needs in a variety of business situations
- Evaluate communication strategies for effectiveness
- Justify communication decisions using knowledge of pragmatics, business culture norms, and rhetorical situations
- Create communications and presentations that are ethnically, legally, and culturally appropriate

Required Texts/Readings

Textbook - *The Business Writer's Companion, 8th edition Alred, Gerald et al (available on Amazon.com)*

Other Readings- Various articles, essays, and other content may be posted on Canvas.

Other Technology Requirements / Equipment - A laptop, computer, or tablet with internet connectivity is needed

Library Liaison

Our library liaison is Jane Dodge. Please contact her at jane.dodge@sjsu.edu or visit her page at https://libguides.sjsu.edu/prf.php?account_id=193768 if you need help finding resources for class assignments.

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 before class.

Assignments	Word Counts	GELOs
Canvas Discussion Posts (DP): 5 total	100-200	2,5
Canvas Discussion Responses (DR): 5 total	50-150	2,5
Writing Projects: 3 total	8,000	1-5
Short Writing Tasks	1,500	1-5
Oral Presentation	NA	1,5

Canvas Discussion Posts (DPs): DPs should build upon readings and class discussions and advance our understanding, not summarize materials. DPs may include thoughtful questions that push us further in our inquiry. DPs may also include your reactions to the reading, observations of how this reading can be applied, or the relationship of a reading to your own ideas and opinions about a topic or to another reading. DPs will be evaluated based on evidence that you completed the reading and have attempted to expand the conversation about the topic in a thoughtful manner.

Canvas Discussion Responses (DRs): DRs should directly address the points and issues raised by classmates in their posts. Feel free to ask questions and debate respectfully. DRs will be evaluated based on evidence that you completed the reading and have attempted to expand the conversation about the topic in a thoughtful manner.

Writing Projects: This course requires a minimum of 8,000 words throughout the semester. Written tasks will include those 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.), report, abstracts, and proposals. More instructions will be posted on Canvas for all major assignments. All assignments must be submitted through Canvas and adhere to formatting and citation guidelines. For this class, there will be three major writing projects.

- Writing Project #1: Correspondence Packet
- Writing Project #2: Job Documents
- Writing Project #3: Report

Short Writing Tasks: You will engage in various tasks aimed at advancing your business writing skills. These tasks will be shorter than the writing project and will be started in class. There may be opportunities to complete some of these tasks outside of class time. See Canvas for details and due dates. Tasks that explore research strategies, paraphrasing, summarizing, quoting, creating promotional materials, etc. are possible. All such in-class tasks will be assessed.

Oral Presentation: You will present your report writing project. Details and instructions will be posted 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.”

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.”

Final Examination or Evaluation: More information about this will be posted on Canvas later in the semester.

Grading Information

This course must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR). All work should be submitted on time. Any unexcused late work will be graded down a FULL LETTER GRADE for every day it is late. If there is a reason you can’t meet a deadline, contact me BEFORE THE DEADLINE. It is *possible* that the penalty for submitting late work may be waived or modified. There is, however, no guarantee that that will be the case.

Requirements for each assignment will vary, but in all cases, grades will reflect the paper’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, as appropriate, on Canvas.

An **“A” writing assignment** is excellent. It shows mastery of all skills and exceeds expectations in all six grading criterion.

A **“B” writing assignment** shows competence in the same criterion as an “A” assignment, but there is slight weakness in some of the areas.

A **“C” writing assignment** will complete the requirements of the assignment, but will show significant weakness in a few of the criterion.

A **“D” writing assignment** will neglect to meet all the requirements of the assignment or may be superficial and lack development in its treatment of the topic. It may contain major grammatical, mechanical, and/or usage errors that interfere with reader comprehension.

An **“F” writing assignment** does not fulfill the requirements of the assignment.

<i>Grade</i>	<i>Percentage</i>
<i>A plus</i>	<i>96 to 100%</i>
<i>A</i>	<i>93 to 95%</i>
<i>A minus</i>	<i>90 to 92%</i>
<i>B plus</i>	<i>86 to 89 %</i>
<i>B</i>	<i>83 to 85%</i>
<i>B minus</i>	<i>80 to 82%</i>
<i>C plus</i>	<i>76 to 79%</i>
<i>C</i>	<i>73 to 75%</i>
<i>C minus</i>	<i>70 to 72%</i>
<i>D plus</i>	<i>66 to 69%</i>
<i>D</i>	<i>63 to 65%</i>
<i>D minus</i>	<i>60 to 62%</i>
<i>F</i>	<i>59% or lower</i>

Assignment	Point Value	% of Grade
Discussion Posts (DPs): 5 total	5 each	5%
Discussion Responses (DRs): 5 total	5 each	5%
Short Writing Tasks	5 each	15%
Writing Projects: 3 total	100 each	15% each (45% in total)
Presentation	100	10%
Final Exam	100	20%

Classroom Protocol

Due to the nature of the course, much of the learning will happen in class. Therefore, it is imperative that you attend class (via Zoom) every day, on time, prepared to participate in class activities, and having already completed the reading assigned for the day. During the first weeks of class, we will create a Zoom etiquette protocol as a class. These rules will be posted on Canvas and students will be expected to adhere to them as part of their participation grade.

In this class, we may encounter topics that are controversial and potentially upsetting/ challenging to our ideas, beliefs, and understanding of reality. It is vital that we remain respectful of all people during Zoom meetings and in assignments. Some examples are potentially disrespectful comments would be disparaging comments about one's race, ethnicity, gender, sex, disability, national origin, religion, and/or sexual orientation. Disrespectful and disparaging comments will not be tolerated. If you are unsure if something is inappropriate, please contact me for assistance.

University Policies

Per [University Policy S16-9](#), 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 [Syllabus Information web page](#) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>). Make sure to visit this page to review and be aware of these university policies and resources.

Additional Information

Diversity: SJSU is a diverse learning community. We will engage in integrated reading and writing assignments to explore complex issues that generate meaningful public debate. Our course is designed to include an emphasis on a diverse range of voices and viewpoints.

Trigger Warning: Tasks, class discussions, and/or readings may include material of a sensitive nature. We may encounter materials that challenge your ideas, beliefs, and understanding of reality. Our class will work towards creating a safe space in which we can learn together.

English 100WB Written Communication: Business, Fall 2021 Course Schedule

This schedule is subject to change. Notice will be given on Canvas and/or in class. See our Canvas page for the most up to date information regarding our schedule, readings, and due dates. Readings should be completed BEFORE the class session on which they are listed!

Key	
<i>BWC</i>	<i>The Business Writer's Companion</i>
Red	Discussion Board Assignment
Blue	Writing Project
Green	Oral Report Presentation

Week	Date	Topics, Readings, Assignments, Deadlines
1	8/24	Read Before Class: Syllabus Topics: course overview; syllabus/canvas explanation; expectations; introduction to professional writing; rhetorical triangle Due: Survey by 11:59
2	8/31	Read Before Class: <i>BWC</i> (pgs. 95-99 and 17-28) Topics: Effective writing; writing elements; letters; introductions
3	9/7	Read Before Class: <i>BWC</i> (pgs. 48-55 & 29-30); <i>Articles</i> (see Canvas for details) Topics: Choosing the medium; tone; new media; persuasion; persuasive email; writers' workshop; grammar Due: DP #1 by 11:59, DR #1 (due Sunday by 11:59 PM)
4	9/14	Read Before Class: <i>BWC</i> (pgs. 78-85 & chapter 10) Topics: Style; goodwill; clarity; direct/indirect communication; grammar
5	9/21	Read Before Class: <i>BWC</i> (Chapter 9) Topics: Job search; personal plan Due Before Class: Writing Project #1: First Draft
6	9/28	Read Before Class: <i>BWC</i> (Chapter 9); <i>Articles</i> (see Canvas for details) Topics: job search; resumes; cover letters Due: DP #2 by 11:59, DR #2 (due Sunday by 11:59 PM) Due Before Class: Writing Project #2: Final Draft
7	10/5	Read Before Class: <i>BWC</i> (Chapter 9); <i>Articles</i> (see Canvas for details) Topics: interviewing; writers' workshop (resumes) Due: DP #3 by 11:59, DR #3 (due Sunday by 11:59 PM)
8	10/12	Read Before Class: <i>Articles</i> (see Canvas for details) Topics: Communication; resumes
9	10/19	Read Before Class: <i>BWC</i> (pgs. 120-133 & 167-173) Topics: Proposals; research; writing workshop Die Before Class: Writing Project #2: First Draft
10	10/26	Read Before Class: <i>BWC</i> (Chapters 6) Topics: formal reports; executive summaries Due Before Class: Writing Project #2: Final Draft
11	11/2	Read Before Class: <i>BWC</i> (Chapters 7) Topics: visuals; design

Week	Date	Topics, Readings, Assignments, Deadlines
12	11/9	Read Before Class: <i>BWC</i> (pgs. 248-256 and 117-119) Topics: giving presentations; progress reports
13	11/16	Read Before Class: <i>BWC</i> (pgs. 60-68); <i>Articles</i> (see Canvas for details) Topic: Writer's Workshop; social media in the workplace Due: DP #4 by 11:59, DR #4 (due Sunday by 11:59 PM) Due Before Class: Writing Project #3 First Draft
14	11/23	Oral Report Presentations Due Before Class: Writing Project #3 Final Draft
15	11/30	Oral Report Presentations Due: DP #5 by 11:59, DR #5 (due Sunday by 11:59 PM)
Final Exam	TBA	TBA