

**San José State University**  
**Department of English and Comparative Literature**  
**ENGL 100WB, Written Communication for Business Majors, Section 1,**  
**(44048) Fall 2022**

|                                  |  |
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| <b>Instructor:</b>               | Dr. Linda Landau   |
| <b>Office Location:</b>          | Faculty Office Building, FO 115  |
| <b>Telephone:</b>                | (408) 924-4117 (prefer email)  |
| <b>Email:</b>                    | <a href="mailto:linda.landau@sjsu.edu">linda.landau@sjsu.edu</a>   |
| <b>Office Hours:</b>             | T 5:00pm - 6:00pm  |
| <b>Class Days/Time:</b>          | T 6:00am - 8:45am  |
| <b>Classroom:</b>                | BBC 128  |
| <b>Prerequisites:</b>            | Completion of GE Area A3, or equivalent second semester composition course (with a grade of C- or better); completion of Core GE and upper division standing (60 units); satisfaction of Writing Skills Test (WST), or completion of ENGL 100A/LLD 100A with C or better. Allowed Declared Majors: All Business Administration majors, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, Organizational Studies. |
| <b>GE/SJSU Studies Category:</b> | Written Communication II (Area Z). Must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR).  |

## **Course Format**

### **In-person and Technology Intensive**

This course meets in person on campus, and requires you to have access to a laptop or tablet for participation and work purposes at each class session. The class will be conducted as a workshop with individual and team writing tasks completed during, before, or after class (as specified), typed, and uploaded to Canvas as Microsoft Word or PDF documents or delivered in class as a PPT presentation. We will use the Canvas Learning Management System for the syllabus, instructional materials, activities, assignments, and grades. Check our Canvas page daily for updates, additional readings and video viewings, additional assignment instructions, and due dates. 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>.

### **Messaging**

You are responsible for regularly checking with the messaging system through Canvas to learn of updates. You are also invited to email me directly or through Canvas with questions about activities and assignments, and I will answer you within 24 hours.

### **Course Description**

English 100WB is a team-based, task oriented course that aims to simulate real business communication scenarios (both oral and written) that professionals encounter in their daily work lives. Written Communications for Business Majors requires a minimum of 8,000 words of writing spaced throughout the semester. The course, which focuses on both practical and theoretical aspects of organizational communication, will provide you with opportunities to develop proficiency in writing as well as research and speaking for business, academic, and general audiences. All assignments are designed to promote critical thinking and strategic problem solving.

The course is divided into three units, each featuring specific workplace situations and writing genres: 1) Corporate and Personal Branding— company profile, personal profile, résumé, cover letter, recommendation and request for recommendation; 2) Workplace Collaboration—correspondence, review; and 3) Workplace Reports—researched problem paper and proposal. At the conclusion of the course, you will post a personal profile on LinkedIn that will include the skills mastered during the semester.

### **Course Goals for Written Communication Business Majors**

- To develop advanced proficiency in college-level writing and business communication, including recognizing and appreciating the importance of concise and timely communication in organizational settings, identifying and articulating the message in various communications, and properly formatting and strategically composing a variety of different business documents.
- To develop advanced academic research tools and effective documentation and citation practices, according to APA guidelines.
- To recognize the importance of developing communication strategies based on organizational needs and to craft messages accordingly, including an awareness of the demands of different genres and audience expectations.
- To make communication decisions using critical thinking and defend these decisions logically.
- To meet workplace challenges effectively and assertively, including impromptu speeches, team collaboration, structured presentations, interactive email correspondence, reports, etc.

### **GE Learning Outcomes for Area Z (GELOs) /Student Learning Outcomes for English 100WB (SLOs)**

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

- 1. Produce discipline-specific written work that demonstrates upper-division proficiency in language use, grammar, and clarity of expression.**

*To be satisfied by 1) a final editing exam of a business correspondence, 2) submitting all major work, written in concise effective language, using strategic academic or business vocabulary, standard principles of grammar, punctuation, and spelling, and recognized formatting..*

- 2. Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse.**

*To be satisfied by reading assigned articles and workplace correspondence, and conducting critical analyses of their content and rhetorical strategies as well as writing a problem paper and proposal on a researched workplace or economic issue. Activities also include a classroom library orientation in research techniques; workshops on evaluating, citing, integrating, and introducing sources according to APA guidelines; workshops in constructing effective arguments using supporting evidence.*

- 3. Organize and develop written assignments and business documents for both professional and general audiences.**

*To be satisfied by reading Chapters 1-9 in Business Writing Scenarios as well as writing a personal and a company profile, a resume, a project review, and a problem paper and grant proposal.*

- 4. Organize and develop written assignments and business documents according to appropriate editorial and citation standards.**

*To be satisfied by effectively evaluating and documenting sources according to APA guidelines, in a drafted and revised problem paper on a researched workplace or economic issue.*

- 5. Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing.**

*To be satisfied by composing business documents that convey a strategically worded message with a clearly stated purpose that elicits a positive response from a classmate.*

## Required Texts and Readings

- ❑ Ramsey, J. (2016). *Business Writing Scenarios*. New York: Macmillan. ISBN 978-1-319-07313-8.  
Purchase at Spartan Bookstore, or at [Macmillan Student Store Business Writing Scenarios First Edition | ©2016 Jon Ramsey](#).
- ❑ A college level **dictionary** and **thesaurus**—print or online. Bring to class every session.
- ❑ Articles and videos, or their links, posted on Canvas

## Course Requirements and Assignments

**Credit hours:** As per [University Policy S12-3](#), SJSU classes are designed with the expectation that to succeed students must spend a minimum of forty-five hours for each unit of credit—3 hours per unit per week. This means you should spend at least **9 hours per week** preparing for class, participating in classroom instruction and course activities, and completing assignments.

**Assignments** include reading our textbook *Business Writing Scenarios* and articles posted on Canvas; viewing assigned sample documents and videos; and writing both in-class work and revised out-of-class reports for which you will be given a specific prompt on Canvas detailing all requirements, including due dates and criteria for evaluating your work.

| Assignments   | Total Words | % of Grade | Total Points | GELO/CLO   |
|---|-------------|------------|--------------|------------|
| <b>Work Project 1: Corporate and Personal Branding</b><br>Business Card, Sponsored Content analysis (BOA)/Mission Statement; Professional Profile analysis (Sample Profiles), Teammate Profile, Personal Profile; Resume, Cover Letter, Request for Recommendation  | 3,000       | 30%        | 300          | 1, 2, 3, 5 |
| <b>Work Project 2: Workplace Reports</b><br><b>Position Paper or Problem Paper</b><br><b>Definition and Critical-Analysis</b> of a researched workplace or economic issue.<br><b>Proposal Essay</b> for resolving the problem (within a company or by creating an NGO), which includes revised problem essay and introduction repurposed as a proposal, followed by PPT team presentation pitched to company executives or investors. | 3,000       | 35%        | 350          | 1-5        |
| <b>Work Project 3: Workplace Correspondence and Collaboration:</b><br>In-class emails and editing exams   | 1,000       | 15%        | 150          | 1, 2, 3, 5 |
| <b>Final Examination:</b> Project-Team CSS Review and Reflection  | 1,000       | 10%        | 100          | 1, 2, 3, 5 |
| <b>Participation:</b> Based on frequent college-level factual and analytical contributions to class discussions and team written projects. Collaboration requires regular in-class presence.  | 500         | 10%        | 100          | 1 - 5      |
| <b>Total</b>  | 8,250       | 100%       | 100          |            |

### Work Submission Policy

- **Submit** your final version on Canvas, where it will be graded with comments.
- **Format** your paper double spaced, no cover page. (For researched papers, use **APA** style).
  - **Top left corner of the first page** → **Your name, class - section number, my name, and date**
  - All subsequent pages show **your last name and page number in top right corner**.
- **Revise, peer review, and edit** your work before submitting it to me for a grade.
- There is **no extra credit** for additional work. Invest this time in revising and editing for a higher grade.
- **Plagiarism**, the use of another's *words* or *ideas* without clearly acknowledging the source of information, earns an F on the assignment, which cannot be rewritten for a grade. Always check your originality score on Canvas.

## Grading Policy

**Grading: A-F.** This course must be passed with a C or better to satisfy the SJSU graduation requirement, or CSU Graduation Writing Assessment Requirement (GWAR). A passing grade in the course signifies that you have satisfactorily demonstrated advanced proficiency in college-level and business written and oral communication as well as information literacy and critical thinking.

**Your final class grade will be determined according to the following criteria:**

**A (100-90)** = Exceptional communication skills – appropriate response to prompt that appeals to audience and genre expectations, professional tone and formatting, fully developed content, strategic word choice, and an organized, concise, grammatically correct and convincing message showcasing critical thinking and creative solutions; excellent preparation for class discussion; exemplary mastery of course readings and concepts; intellectual curiosity; enthusiasm and initiative during group activities with insightful contributions to class and team discussions.

**B (89-80)** = Good communication skills – appropriate response to prompt that appeals to audience and genre expectations, professional tone and formatting, competent word choice, some disorganization, but still concise, mostly grammatically correct message; solid preparation for class discussion; interest and engagement regarding course readings and concepts; positive attitude; meaningful contributions, consistently volunteering in class and on team.

**C (79-72)** = Satisfactory communication skills – appropriate response to prompt though it may not entirely appeal to audience and genre expectations, semi-professional tone and mistakes in formatting, some disorganization, wordiness, repetition, missing details, grammatical flaws, and bland word choice that detract from the message, which is clear but unconvincing; fair preparation for class discussion; competence regarding course readings and concepts; inoffensive, but noncommittal attitude; sporadic contributions during team work, only occasionally volunteering in class and on team.

**C-/D (71-60)** = Limited communication skills – unsuitable response and tone, and weak message because of poor word choice, faulty grammar, wordiness, repetition, or missing information; uneven preparation for class, demonstrated indifference or irritation when prompted and seldom volunteering; inattentive during class; rare contributions during group activities; other factors such as consistent tardiness and disruptive behavior; failure to submit essays and homework. **C- is NOT a passing grade.**

**F (59)** = Weak communication skills – incomprehensible or illogical message; little to no preparation for class; little evidence of reading assignments; doesn't respond when prompted and never volunteers; demonstrates potential hostility to discussion; irrelevant, distracting, or missing contributions to team.

## Grade Distribution

| Grade   | % Points | Evaluation    |
|---------|----------|---------------|
| A plus  | 100-97   | Outstanding   |
| A       | 96-93    | Excellent     |
| A minus | 92-90    | Very good     |
| B plus  | 89-87    | Above average |
| B       | 86-83    | Above average |
| B minus | 82-80    | Competent     |
| C plus  | 79-77    | Average       |
| C       | 76-72    | Average       |
| C minus | 71-70    | Not passing   |
| D plus  | 69-67    | Not passing   |
| D       | 66-63    | Not passing   |
| D minus | 62-60    | Not passing   |
| F       | 59-0     | Fail          |

## Classroom Protocol

**This course welcomes diversity of opinion.** The students in this class have arrived from different backgrounds and different disciplines across campus. We are respectful of opposing viewpoints.

**This course encourages collaboration.** Sharing ideas, asking questions, and providing valuable feedback to your group are the basic contributors to a successful learning environment. Think of yourself and your classmates as your most valuable resources. If you cannot attend a team meeting or peer review session, notify your team and make arrangements to exchange papers, notes, or essays with a team member.

**We practice empathy at all times.** The pandemic has affected us all. **If you are experiencing difficulty in meeting course requirements, please see me or contact me at [linda.landau@sjsu.edu](mailto:linda.landau@sjsu.edu) to discuss strategies for success.**

**Late Papers and Missed In-class Work:** Late reports and correspondence will lose you a client or a job in the business world. Late reports in class will hold up your teammates. Hence, late papers are frowned upon by all, and quizzes cannot be made up. **Late Papers** are accepted only **within three days of the deadline**, but **drop a grade unless you have a valid excuse** (documented illness, religious holiday) **and you notify me before or on** the missed date. If you miss an in-class exam and you have a valid excuse (documented illness, religious holiday), you will be allowed to make up exam during my office hours on condition you notify me *before* the missed exam date and hour.

**Tardiness:** If you are not *in* class, you cannot participate, and thus cannot learn. Arriving late disturbs the class and results in your missing important discussion and activities. Students who are late will lose participation points.

**Electronic equipment:** Smart phones, laptops, tablets may be used during class ONLY for writing and revising assigned reports and emails and dictionary use. Using electronic equipment for texting and other personal entertainment is rude to everyone in the classroom and constitutes non-participation. You will be asked the first time to put it away, and the second time to leave the classroom.

**Food and drinks.** ONLY drinks properly covered and dry food are allowed in the classroom. **Warm food is NEVER allowed in the classroom.**

**Class Recording and Public Sharing of Instructor Material:** As per university policy [University Policy S12-7](#), you do NOT have my permission to audio or video record any of our class sessions, or to share course material, such as exam questions, lecture notes, or homework solutions with anyone outside this class.

### Discussion Etiquette:

- **We encourage perspectives different from our own**, but we don't necessarily have to agree with an opposing view. We aim to reach common ground.
- **We listen without judgment**, and we refrain from evaluating each other's ideas.
- **We ask questions** about a statement before disagreeing with it.
- **We provide evidence** to support our opinions.
- **We refrain from evaluating the works** we encounter. Instead we examine them from a semiotic and rhetorical perspective – they are signs of a particular culture at a particular time in a particular place. We explore the messages they communicate and their purpose in creating this particular message in this particular way at this particular time.
- **We may use analogy** to *interpret* unfamiliar or unimaginable experiences. When inventing analogies, be prepared to 1) provide evidence *confirming the similarity*, and 2) *discuss the dissimilarities* between the two.
- **We actively participate** by **focusing our attention on the discussion** (not on texting, etc).
- **We check our Canvas schedule and announcements for discussion questions** regularly, and communicate with teammates, especially if we have to miss a class.
- **We do not record sessions.** Since our sessions are participation-based, *written permission* to record the session is required from *all* class members as per [University Policy S12-7](#).

## Reference Library Liaison

Ann Agee, [ann.agee@sjsu.edu](mailto:ann.agee@sjsu.edu), (408) 808-2033

Libguide: <http://library.sjsu.edu/profile/annagee>

Bookmark the King Library website: <http://library.sjsu.edu>

Call (408) 808-2100 for immediate assistance with research related questions during library hours.

Ask-A-Librarian: <http://library.sjsu.edu/ask-librarian-0> (to chat with an on-call reference librarian when Ms. Agee is not available, even when the library is closed).

## University Policies and Services

As 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, and available student services** (e.g. learning assistance, counseling, and other resources) are listed on [Syllabus Information web page](#), which is hosted by the Office of Undergraduate Education. Make sure to visit this page to review and be aware of these university policies and resources.

### Helpful Resources

- **SJSU Health Center:** For appointments, call (408) 924-6122, or <http://www.sjsu.edu/studenthealth>. For after-hours **Advice Nurse** Line, call (866) 935-6347.
- **SJSU Counseling Services**, <http://www.sjsu.edu/counseling> located in the Student Wellness Center, 3rd floor, 300B, offers a variety of workshops, support groups, and professional help.
- **Accessible Education Center** <http://www.sjsu.edu/aec/services-at-a-glance/academic-accommodation/>.
- **Writing Center.** To make an appointment, visit [Writing Center website: http://www.sjsu.edu/writingcenter](http://www.sjsu.edu/writingcenter).
- **Peer Connections.** Visit [Peer Connections website](https://peerconnections.sjsu.edu/appointments/appointment/index.html) at <https://peerconnections.sjsu.edu/appointments/appointment/index.html>.
- **Computer labs** are available in the Academic Success Center, Clark Hall 1<sup>st</sup> floor and 2<sup>nd</sup> floors; Student Union, 2<sup>nd</sup> floor.
- Our campus has developed the **Spartan Support Network** to bring students together with specific campus resources promoting academic success. I have agreed to participate in this program and may refer you to it if I believe you need the services provided by Spartan Support Network to succeed in this course.

## SJSU Writing Center



The **SJSU Writing Center** is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit [Writing Center website: http://www.sjsu.edu/writingcenter](http://www.sjsu.edu/writingcenter).

## English 100WB – Fall 2022 Course Schedule

*This tentative schedule is subject to change according to class needs. You will be notified on Canvas and in class.*

| Week       | Date       | Topics, Readings, Assignments, Deadlines   |
|------------|------------|--|
|            |            | <i>Reading and writing assignments are listed on the day they are due. <b>BWS = Business Writing Scenarios</b></i>   |
| 1          | 8/23       | Syllabus; Collaboration & the Art of Revision; Networking: Reaching Out, Listening, Building Relationships<br>Prepare Business Cards; Buy book; Read Branding material on Canvas   |
| 2          | 8/30       | <b>Project 1: Corporate &amp; Personal Branding</b><br><b>BWS Ch. 6 p.139-40, Ch.7 p.163-64, Ch.9 Leadership</b><br>Networking with Business Card to form teams; Analysis: BOA Sponsored Content, Student brands                         |
| 3          | 9/6        | <b>Personal &amp; Company Profiles</b><br><b>BWS xi, Ch.1-2</b> for writing principles– Audience, Genre, Clarity, and Brevity<br>Analysis: Sample Company and Personal Profiles, Mission Statement; Interviews. <b>Submit 2 profiles</b> |
| 4          | 9/13       | <b>Profiles &amp; Résumés</b><br><b>BWS Ch.3 esp. Resumes pp.40-60, 69</b><br>WS: Profiles and Résumés – Form, Format, Active vs. passive language. <b>Resubmit profile</b>  |
| 5          | 9/20       | <b>Résumés WS: Crafting the Résumé; rethinking and revising</b> <b>Submit a résumé</b>   |
| 6          | 9/27       | <b>Cover Letter, Request for Recommendation, Thank You</b><br><b>BWS Ch.3, Cover Letters pp.61-74</b><br>Writing letters of request for job, request for recommendation, and a thank you <b>Submit 3 docs</b>                            |
| 7          | 10/4       | <b>Project 2: Workplace Reports</b><br><b>Position Paper:</b> Researched definition and critical analysis of political-economic issue<br><b>Independent Study:</b> Research and Notetaking; the Thesis Statement                         |
| 8          | 10/11      | <b>WS: Constructing an outline</b> from notes, an essay from outline; <b>Refining the thesis statement</b>   |
| 9          | 10/18      | <b>WS: APA Citation;</b> quoting, paraphrasing, summarizing; integrating ideas of others; signal words   |
| 10         | 10/25      | <b>PPT Presentations or Panel Discussion</b>   |
| 11         | 11/1       | <b>Peer Review→Editing Workshop:</b> signal words, citations, integrating ideas <b>Submit Position Paper</b>   |
| 12         | 11/8       | <b>Project 3: Workplace Correspondence</b><br><b>EAR – Engaging the Audience Respectfully shapes the Form, Design, and Language</b><br><b>BWS Ch. 4, Do pp.102-103</b> Email Quiz  |
| 13         | 11/15      | <b>Writing to Colleagues within the Organization</b><br><b>BWS Ch.5, Do (A-E: p. 118-126) or (122-125)</b>   |
| 14         | 11/22      | <b>Writing to an External Audience</b><br><b>BWS Ch. 6, Do A-H pp. 147-58</b>  |
| 15         | 11/29      | <b>Workplace Correspondence Review</b><br><b>BWS Ch. 8 &amp; 9</b>   |
| 16         | 12/6       | <b>CSS Review and Reflection</b>   |
| Final Exam | 12/13<br>T | 5:15-7:30pm <b>CSS Review and Reflection</b> <b>Submit Review and Reflection</b>   |

### Fall 2016 Literary Readings at SJSU

See <http://www.litart.org> for details about readings by awesome artists teaching or visiting at SJSU.