Written Communication: Business

ENGL 100WB

Spring 2026   Section 06   In Person   3 Unit(s)   01/22/2026 to 05/11/2026   Modified 01/23/2026

👤 Contact Information

Instructor: Jennifer Bean

Email: Jennifer.bean@sjsu.edu

Office Location: FOB 224

Office Hours: MW 2:45 pm- 3:45 pm Pacific Standard Time in FOB 224 (and by appointment on Zoom)*

Class Days/Time: Monday & Wednesday Pacific Standard Time (10:30 am - 11:45 am)

Class Location: Sweeney Hall 311

*During office hours (MW from 2:45 - 3:45), please knock on the door for FOB 224. I am inside the room.

🖥 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

Due to the nature of the course, much of the learning will happen in class. Therefore, <u>it is imperative that you attend class every day, on time,</u> prepared to participate in class activities, and having already completed the reading assigned for the day. During our lessons, participation is required, and we will engage in discussions using a variation of the Socratic method. (This means you will be asked direct questions in class in order to move the discussion forward from time to time.)

Additionally, we will treat all members of our community with respect. In fact, during the first weeks of class, we will create an etiquette protocol as a class. These rules will be posted on Canvas (see Figma link for the whiteboard under "Day 1"), and students will be expected to adhere to them.

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 class 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.

Contracting your Instructor

To communicate with me, please email me directly at my SJSU email address (Jennifer.bean@sjsu.edu). **I respond to emails within 72 hours, during the hours of 7 AM- 5 PM Monday through Friday Pacific Standard Time.** <u>When you email me, mention your course number in the subject line (for example, "Question about 100WB- Section 2") and sign the message with your full name.</u> I am teaching several different classes, and I need these two pieces of information to respond to your questions in a timely and accurate manner.

If you don't want to use email, you may use a Canvas messenger part of Canvas. However, <u>adding comments on the assignment on Canvas itself is not an appropriate way to contact me.</u> (I don't see 100% of those comments. It is not a trusty way to reach me, and I don't guarantee replies to comments on assignment via Canvas.)

Please try to find the answer to your question yourself before contacting me. You will likely find the answer to many general course questions in the syllabus on Canvas. If you would like to speak with me via Zoom, join me during my office hours or contract me to set up an appointment.

Absences

If absent for two or more consecutive classes during the open enrollment period without communication with the instructor, students may be dropped from the class.

If you are absent from class, please make sure you study all the materials posted on Canvas under the day you are absent. You are still responsible for all material taught and all tasks assigned on days that you are absent. I also recommend that you ask a classmate to borrow their notes so that you do not fall behind.

Please note, there is <u>no opportunity to complete missed in-class tasks.</u>

Late Arrivals

If you arrive to class late, you will miss valuable content that is not found anywhere else. (The materials on Canvas are not a substitute for attending class.) Also, most of our in-class tasks require a partner. Therefore, if you arrive to class late, you may not be able to complete the in-class task. (f partners have already been assigned, it may be impossible to get you a partner due to your lateness.) If this is the case, you forfeit your right to be allowed to complete the in-class task and will earn 0% on the task. Please ensure you come to class on time to avoid this issue.

Submitting Assignments on Canvas

For an assignment to be considered "submitted," it must be uploaded on Canvas following the directions below. Do not wait until the last minute to submit an assignment as uploads may take some time.

- Assignments are due on the date and at the time indicated on Canvas. All times are in Pacific Standard Time.

- All SWT assignments ask for a Google Drive link. To successfully submit this work, you must submit the link on Canvas AND give me (jennifer.bean@sjsu.edu) permission to make comments on this document. Failure to ensure I can open and make comments on this link means that you did not submit your work.

- Assignments will be graded as uploaded on Canvas. Blank, incorrect, or unreadable files (including ones in which I do not have permission to make comments) will receive no credit. To avoid this, click on "View Submission" after uploading your work to make sure you have submitted the correct file. **Always do this!**

- You may re-submit assignments as many times as you would like before a deadline.

- For all WP assignments, you are responsible for ensuring your work is free of plagiarism. When you submit work in PDF form (minus peer review forms), ensure Turnitin scores your work as either blue or green. **No other scores are acceptable.** If you have a different score from Turnitin, you should adjust your work and submit it again before the deadline. If you believe this score was an error, contact me immediately.

Late Work

All work should be submitted on time. However, unexcused late work can still earn some credit with only 10% being marked down per day. (For example, if you earn 95% on a SWT, but you submit it two days late, your grade will be 75% on this task.)

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. Please note that extensions for the four major writing projects are limited to extraordinary circumstances and plan your schedule accordingly calendar located at the end of this syllabus.

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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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](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 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

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).

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

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

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) to Generate Text is Prohibited

Please ensure 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.

Specially, ensure you follow these rules:

You may not put any of my writing prompts or assignment directions into large language models (AI tools), such as ChatGPT. As I am the author and I did not give you permission, this constitutes stealing my work and giving it to a technology company which may or may not use it ethically.

You may not add your work into any generative AI models (such as ChatGPT) to ask them to improve your work for you. This constitutes plagiarism, as the model would be improving your work for you. (The whole point of this class is to sharpen our communication and critical thinking skills. Asking AI to do it for you defeats the purpose.)

You may not submit any AI-generated work. You are responsible for each and every word that you submit. There is no reason for me to read or grade AI-generated work, as this does not help you improve as a communicator, writer, or critical thinker.

(Although not recommended, the use of the free version of Grammarly does not constitute inappropriate AI-use. Please note that the paid version of Grammarly is not appropriate AI-use in this class and would count as academic misconduct.)

Learning Community Policies & Additional Information

Diversity:

SJSU is a diverse learning community. I strongly believe our campus is enriched by the diverse perspectives our students bring into the classroom. I intend to present materials and activities that are respectful of our community diversity.

If any of all class meetings conflicts with your religious events, please speak with me so we can make alternative arrangements.

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.

Respect:

Please treat all members of our learning community with respect.

Basic Needs:

If you are facing challenges securing food, housing, or other basic needs, you are not alone. Please check out the resources linked here and learn how SJSU can help support you.

UndocSpartan Student Center

You can start with the UndocSpartan Student Center (https://www.sjsu.edu/undocuspartan/) if you have questions or need some advice.

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.

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:

- Format, compose, and revise professional documents for various contexts
- Identify and articulate the audience "take-away" message in every communication
- 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 ethically, legally, and culturally appropriate

📘 Course Materials

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

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.

Software Requirements: We will use Google Drive, Google Documents, and Google Slides in this class.

Other Technology Requirements: A laptop or tablet with internet connectivity, a microphone, and a camera is needed

Technology Skill Requirements: You must be able to independently use Canvas, Google Drive, Google Documents, and Google Slides, as these are the tools we will use in class. Please seek help from the IT department or online tutorials to ensure you know how to use these tools.

✑ Course Requirements and Assignments

With notice, assignment may be altered or added if needed based on our learning needs.

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

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: 4,000 words all together)

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.

For this class, there will be four major writing projects. For each writing project, you are required to submit two(2) working drafts and one (1) final draft. Additionally, you are required to use Google Documents as this will save versions of your work, proving how you authored the text.

- Writing Project #1: Professional Biographies
- Writing Project #2 Correspondence Packet
- Writing Project #3: Job Application Materials
- Writing Project #4: Proposals

Short Writing Tasks (SWT): You will engage in various tasks aimed at advancing your business writing skills. These tasks will help prepare you for the writing projects by focusing on essential skills and knowledge that you will need to excel with these projects. See Canvas for details and due dates. All such tasks will be assessed using rubrics that are similar to the rubrics later used on the writing projects. I will also add comments on your work, which is why you must share these documents with me using Google Documents, enabling comments. These comments on your SWTs are intended as helpful feedback to help you improve your skills and to better prepare you to excel on your writing projects.

- SWT: Improving a Letter
- SWT: Writing an Email
- SWT: Improving a Resume
- SWT: Finishing a Cover Letter
- SWT: Improving an Informal Proposal

In-class Tasks (IT):

You will engage in writing process exercises during class. You will also engage in peer reviewing activities. All in-class tasks will be assessed. Please note that some tasks require you to come to class with a complete draft of an assignment. If you don't have that complete draft, it is impossible to earn points for the writing process task, which means you will receive 0%. Please ensure you read all directions carefully.

In the event of an absence, there is NO opportunity to make up these tasks. However, I will drop your (one) lowest score in this category. (This is designed to help you in case you have an emergency and must miss one class.)

- IT: WP #1 Peer Review #1

- IT: Revision Read Aloud
- IT: Business Letter Template
- IT: Professional Email Template
- IT: WP #2 Peer Review #1
- IT: Revision with Synonyms
- IT: Professional Development Plan
- IT: Resume Template
- IT: Cover Letter Template
- IT: Follow-up Email Template
- IT: WP #3 Peer Review #1
- IT: Informal Proposal Template
- IT: Progress Reports
- IT: WP #4 Peer Review #1
- IT: Audience Transformation Roadmap
- IT: Peer Presentation Feedback #1
- IT: Peer Presentation Feedback #2
- IT: Peer Presentation Feedback #3

Homework (HW)

Homework assignments are designed to help prepare you to succeed in this class. Generally, these assignments seek to reinforce the essential skills and knowledge that you will need to excel in this class.

- HW: Survey
- HW: Syllabus Quiz
- WP #1 Prewriting & Organizing
- WP#1 Draft A
- WP#1 Draft B
- WP #1 Peer Review #2
- WP#2 Prewriting & Organizing
- WP#2 Draft A
- WP#2 Draft B
- WP#2 Peer Review #2
- WP#3 Prewriting & Organizing
- WP#3 Draft A
- WP#3 Draft B
- WP#3 Peer Review #2
- WP#4 Prewriting & Organizing
- WP#4 Draft A

<u>Oral Presentation (Final):</u> Because corporate America is utilizing online tools more and more, your final presentation will be an oral presentation (with slides) that is presented fully online using Zoom. You must have your camera on, with a work-appropriate background and work-appropriate clothing so that you gain

experience in a professional online environment engaging in professional activities. As interviews, meetings, and presentations are typically done with Zoom in many industries today, this final will give you a realistic opportunity to practice your 21stcentury skills.

✔ 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.

<u>Time Management:</u> "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."

Breakdown

A+	100% - 98%
A	97% - 93%
A-	92% - 90%
B+	89% - 88%
B	87% - 83%
B-	82% - 80%
C+	79% - 78%
C*	77% - 73%
C-	72% - 70%
D+	69% - 68%
D	67% - 63%
D-	62% - 60%
F	59% and below

*The lowest passing score is 73%.

Assignment	Points	% of Final Grade	Learning Outcomes
Short Writing Tasks (5)	15 each	16%	1, 2, 3, 4
In-class Tasks (15)	10 each	25%	1, 3, 4
Writing Project #1	100	5%	1, 2, 3, 4
Writing Project #2	100	10%	1, 2, 3, 4
Writing Project #3	100	10%	1, 2, 3, 4
Writing Project #4	100	10%	1, 2, 3, 4
Homework	10-17 each	16%	2
Final Presentation	100	8%	3, 4

🏛 University Policies

Per University Policy 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) web page. Make sure to visit this page to review and be aware of these university policies and resources.