

# Written Communication: Business Section 05

## ENGL 100WB

Spring 2023 3 Unit(s) 01/25/2023 to 05/15/2023 Modified 01/18/2023

### Contact Information

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Instructor: Jennifer Bean

Office Location: Zoom

Telephone: Not available via telephone

Email: Jennifer.bean@sjsu.edu

Office Hours: W 2:30- 3:30

Class Days/Time: Monday & Wednesday (12:00 PM – 1:15 PM)

Location: Boccardo Business Center 128

### 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; satisfaction of Writing Skills Test or completion of ENGL 100A or 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.

Letter Graded

### \* Classroom Protocols

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In accordance with SJSU rules, **masks are strongly recommended for everyone in the classroom**, regardless of vaccination status. We will also follow social distancing and other SJSU COVID-19 protocols to ensure the safety of all community members, especially those who are ineligible for the vaccine. If you are ill and must miss class, please reach out to me before class. I may be able to send you a Zoom link so that you can still participate while staying safely at home.

Due to the nature of the course, much of the learning will happen in class. Therefore, it is imperative that you attend class 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 an 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 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.

## Contacting Your Instructor

To communicate with me, please email me directly at my SJSU email address ([Jennifer.bean@sjsu.edu](mailto:Jennifer.bean@sjsu.edu)). I respond to emails within 72 hours, during the hours of 7 AM- 5 PM Monday through Friday. **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.** 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. Later in the semester, this will be part of our semester-long "Professional Emails" assignment.

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 contact me to set up an appointment.

## Absences

If you are absent from class, please make sure you study all the materials posted on Canvas under the week 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.

## 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.

- All SWT assignments ask for a Google Drive link. To successfully submit this work, you must submit the link on Canvas AND give me ([bean@sjsu.edu](mailto: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 Penalty

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.** (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 SJSU King 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.

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 Google's Jamboard, 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>.

## 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.

## Plagiarism

Using others' ideas and/or words without clearly acknowledging the source of the information is defined as plagiarism. To avoid plagiarism, give credit to your sources in the following situations:

- Use 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.

- Use 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.

- Use specific statistics, graphics, drawings, etc. that are not yours

San Jose State University is ranked 8th overall among the West's top public universities offering bachelor's and master's degrees according to the 2013 edition of "American's Best Colleges" (U.S. News & World Report, 2013).

Plagiarism will result in a grade of F in ENG 100WB. Assignments with plagiarism cannot be rewritten for credit. Your department chairperson will be notified. We will work on this in class. Remember, plagiarism is a serious issue. 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.

## 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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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 tools and strategies to communicate effectively
- 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

# Course Materials

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Textbook: 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

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

## Course Requirements and Assignments

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

**Canvas Discussion Posts (DP)**: 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 (DR)**: 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 in a thoughtful manner.

**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.

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.

- Writing Project #1: Professional Biographies
- Writing Project #2 Correspondence Packet
- Writing Project #3: Job Documents
- 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 in-class tasks will be assessed using rubrics that are like 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: Professional Emails (all emails/Canvas messages)
- SWT: Writing an Email
- SWT: Improving a Resume
- SWT: Finishing a Cover Letter
- SWT: Improving an Informal Proposal
- SWT: Finishing a Formal Proposal

Writing Process Tasks (WPT): You will engage in various tasks aimed at helping you advance through the writing process. In addition to activities and tasks grounded in the stages of the writing process, we will also focus on reflection. As such, these tasks are graded on your honest completion based on the instructions. Most of these tasks will be completed with a pattern during class.

- WPT: Survey
- WPT: Revision with Synonyms
- WPT: Professional Development Plan
- WPT: Speech Drafting
- WPT: Revision Read Aloud

Oral Presentation (Final): Because corporate America is utilizing online tools to stay safe during the pandemic, 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 21<sup>st</sup> century skills.

## ✓ Grading Information

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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.”

## Breakdown

Grade	Range	Notes
A+	98%-100%	
A	97%-93%	
A-	90%-92%	

Grade	Range	Notes
B+	88%-89%	
B	83%-87%	
B-	80%-82%	
C+	78%-79%	
C	73%-77%	
C-	70%-72%	
D+	68%-69%	
D	63%-67%	
D-	60%-62%	
F	59% and below	

## Criteria

Assignment	Points	% of Grade
Discussion Posts: 5 total	5 each	5%
Discussion Replies: 5 total	5 each	5%
Short Writing Tasks: 6 total	15 each	30%
Writing Process Tasks: 5 total	10 each	10%
Writing Projects: 4 total	100 each	40%
Final Presentation: 1 total	100	10%

## University Policies

Per [University Policy S16-9](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 [Syllabus Information web page](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) (<https://www.sjsu.edu/curriculum/courses/syllabus-info.php>) (<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.

## Course Schedule

[https://docs.google.com/document/d/1-FqSoAOKuDaBS9RSyjdYKEaswcz9\\_dAzvYSaC9huJoE/edit?usp=sharing](https://docs.google.com/document/d/1-FqSoAOKuDaBS9RSyjdYKEaswcz9_dAzvYSaC9huJoE/edit?usp=sharing)  
[https://docs.google.com/document/d/1-FqSoAOKuDaBS9RSyjdYKEaswcz9\\_dAzvYSaC9huJoE/edit?usp=sharing](https://docs.google.com/document/d/1-FqSoAOKuDaBS9RSyjdYKEaswcz9_dAzvYSaC9huJoE/edit?usp=sharing)