Written Communication: Business Section 01

ENGL 100WB

Spring 2025   In Person   3 Unit(s)   01/23/2025 to 05/12/2025   Modified 01/23/2025

🖥 Course Description and Requisites

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; 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.

Letter Graded

✳ Classroom Protocols

Generative AI

In this course, some uses of generative AI are accepted. We'll discuss specific assignments for which you might generate text or images using AI. You are never required to use AI, and we'll talk more about the ethical, legal, and environmental issues to consider when deciding whether and how to incorporate these tools.

All uses of generative AI must be accompanied by an AI Disclosure Form. The relevant forms can be found under "Course Materials."

▤ 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 Learning Outcomes (CLOs)

1. Apply rhetorical principles to analyze and adapt communication for diverse business audiences, purposes, and contexts.
2. Produce professional-quality documents in various business genres, demonstrating mastery of conventions and best practices.
3. Collaborate effectively in team environments to create, review, and revise business communications.
4. Develop and maintain a professional identity across digital and traditional platforms.
5. Evaluate and integrate appropriate technologies to enhance business communication effectiveness.
6. Design and implement strategic communication plans that address complex business challenges.

📘 Course Materials

There is no required textbook for this course. Instead, we'll use material freely available online or through the SJSU Library.

📋 Course Requirements and Assignments

This course is gamified, and we'll use XP (experience points) to level-up over the semester. While a large amount of the possible XP is contained in the Core Assignments in order to fulfill the university's requirements of this course, you can also earn XP through participating in in-class activities and

supplemental quests.

A full description of each core assignment is posted in the "Course Resources" module.

Core Assignments	
Audience Analysis Report	1,000 XP
Team Project Proposal	1,500 XP
White Paper	2,000 XP
Crisis Communication	1,000 XP
Final Portfolio	2,000 XP
Supporting Activities	
Character Creation	200 XP
Team Challenges	100-300 XP each
Bonus Activities	
Exceptional peer reviews	50 XP
Outstanding team contributions	100 XP
Creative problem-solving	75 XP
Mystery challenges / additional quests	??? XP

✔ Grading Information

Breakdown

Grade	Range	Notes
A	9,000 - 10,000 XP	
B	8,000 - 8,999 XP	
C	7,000 - 7,999 XP	
D	6,000 - 6,999 XP	
F	Below 6,000 XP	

🏛 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.