

Written Communication: Business

ENGL 100WB

Spring 2026 Section 80 Fully Online 3 Unit(s) 01/22/2026 to 05/11/2026 Modified 02/12/2026

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

Course Format

This is an online course that will be organized by Modules within Canvas combined with weekly synchronous learning via Zoom technology.

Share Your Work and Your Opinion

We will be sharing our work in Zoom classes and online, as part of a collective inquiry into reading and writing. Your work and your classmates' work represent models of various approaches to thinking and writing.

Technology Intensive, Hybrid, and Online Courses

This course is online and will require the appropriate technology; this includes a strong internet connection and a video camera. Reliable access to our Canvas Learning Management System through hardware such as a computer or smart phone is vital.

Communication and Information

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Learning Management System -course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with the messaging system through Canvas or through your SJSU email to learn of any updates. I will also work to send weekly announcements through Canvas. For help with using Canvas, see [Canvas Student Resources page](#).

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 Materials

There are two books required for this course. Business and Professional Writing and Leadership and Self-Deception, Fourth Edition. Both of these texts are available for purchase in our campus bookstore.

Other than that, I will supply links to required readings or post required readings within Canvas.

✓ Grading Information

University policies are as following:

- [University Syllabus Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>)
- [University Attendance and Participation Policy F15-12](http://www.sjsu.edu/senate/docs/F15-12.pdf) (<http://www.sjsu.edu/senate/docs/F15-12.pdf>)
- [University Grading System Policy F18-5](http://www.sjsu.edu/senate/docs/F18-5.pdf) (<http://www.sjsu.edu/senate/docs/F18-5.pdf>)

I follow a contract grading policy; simply fulfilling the obligations outlined in the contract earns you a B. Putting forth strong effort and participation combined with completing all of your work earns you an A. Not fulfilling your duties under the contract earns you a grade lower than a B. You will quickly note in our class that there is a continual process of "Read/Reflect/Review/Revise" with a lot of discussions in between. Keep up (come to every Zoom class, prepared) and engage with this process and you will be fine.

How Grades are Calculated

Final grades for English are based on all the work that you produce in the semester.

Category	Points (or % of Grading)
Effort/Participation	10%
Major Assignments	35%
Minor Assignments	25%
Discussion Threads	30%

How You Will Be Graded:

Major Assignments - you can expect to earn 1 point for each individual activity that I am asking you to do. The first 3 assignments each have 1 grading opportunity; the last two each have two grading opportunities. There is a total of 7 points to be awarded here for 35% of your grade: clearly this is the most heavily weighted category and will impact your grade the most.

Discussion Threads - you can expect to earn 1 point for your thoughtful post, and 1 point for each of your replies to your peers' posts. There are 3pt opportunities weekly here and this category carries 30% of your grade. You can afford to miss a few, but not a lot!

Minor Assignments (Weekly Writing) - you can expect 1 point for the original paragraph, 1 point for comments to peers, 1 point for a thoughtful revision plan, and 1 point for a revised paragraph for a total of 4 weekly points. This category carries 25% of your grade; you can afford to miss a few, but not a lot! The assignments in Minor Assignments are often scaffolded, and each part sets you up for success in the next stage, so don't miss the opportunities afforded you in this work!

Effort/Participation - this work will be assigned in our lecture Zoom meetings each week, so be sure to make the effort to attend and engage! This category carries 10% of your overall grade, so you can afford to miss a few, but not a lot!

This may seem as a lot of 'busy work,' but sticking to deadlines and thoughtfully completing your work (follow-through!!) is vital in the world of business, so get use to it now! Create good habits about setting your schedule so that the work is completed each work and on time.

Notes on Contract Grading:

Contract Grading is defined as an assessment tool that pushes the boundaries of a traditional grading evaluation. It is designed to create more equitable and clear communication between students and teachers. When you sign up for this course, you are entering into a contract with your instructor that states you agree to do all of the work to the best of your efforts and your teacher agrees to value those efforts. Your grade in this course will be based on the effort that you put into this course. Simply put, if you turn in all of your assignments on time and with good effort exuded, you can expect to do well. Educator Asao Inoue wonderfully describes my reason for contract grading and why I've abandoned traditional grading practices:

"I chose to adopt contracts because they solve at least three problems I have with grading writing. One, grades are deceptive; not only do they replace real feedback on student writing with a one-dimensional, somewhat arbitrary symbol, but that symbol often is perceived by the student to stand in for how well he or she is doing. Two, grades create false hierarchies that are counterproductive to a collaborative and educative learning environment, making some students feel bad about themselves as writers when they should not and prematurely halting revision in other students (Bleich, 1997; Elbow, 1993). Three, grades tend to create a need in students for more grades, often at the expense of formative and more authentic response (Elbow, 1993; Kohn, 1993). The presence and expectation of grades tend to construct an ill-fitting kind of motivation for the writing classroom, one based on extrinsic rewards that keep students from learning. I prefer to encourage intrinsic rewards for writing."

At any time you can go to the Grades in Canvas and see your current average. You can expect work to be commented on within a week and often within 48 hours.

All of the work that we will do in our class relates directly to the general course objectives and we will frequently reflect upon this in discussions in Canvas and in Zoom.

Turn in All Work On Time. As a rule, without **prior** communication via face-to-face discussion or email, deadlines must be honored and I will not accept late work. With prior communication so that alternatives can be put into place, I will accept late work accompanied with proper documentation (doctor's note, mechanic's bill, athletic commitment, etc.) and the work must be turned in by the newly assigned due date; there are no exceptions to this. These policies are in place to be fair to your classmates who also have demanding schedules, and as Stretch is a sequenced step-by-step, collaborative approach to developing your writing, missing an original due date is very cumbersome to everyone in the class.

University Policies

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

Course Schedule

There are weekly in-class assignments (assigned during class/participation), weekly out-of-class assignments (the writing process/minor writing assignments), and weekly discussion threads (based on our reading of "Leadership and Self-Deception"). Additionally, there are major assignments that are due on the following schedule:

Major Assignment #1 - Professional Biography.....due 2/8

Major Assignment #2 - Correspondence.....due 2/22

Major Assignment #3 - Job Documents (Cover Letter and Résumé).....due 3/15

Major Assignment #4 - Promotional Materials.....due 4/12

Major Assignment #5 - Formal Report and Presentation.....due 5/10