

San José State University
Department of English and Comparative Literature
ENGL 100WB, Written Communication for Business, Summer 2018

Course and Contact Information

Instructor:	Nick Taylor
Office Location:	Center for Steinbeck Studies, MLK Library 590
Telephone:	(408) 808-2067
Email:	nicholas.taylor@sjsu.edu
Office Hours:	Tues/Thurs, 1:00pm-2:00pm and by appointment
Class Days/Time:	Tues/Thurs 9:00am – 12:45pm
Classroom:	BBC 221
Prerequisites:	A3 or equivalent second semester composition course (with a grade of C- or better); Completion of core GE, satisfaction of Writing Skills Test and upper division standing.
GE/SJSU Studies Category:	Area Z: Written Communication II

Course Description

English 100WB – a General Education, Area Z, class – is a participatory upper-division core course in which students will develop advanced proficiency in college-level writing. While reinforcing and advancing the students’ understanding of the genres, audiences, and purposes of college writing developed in Written Communication 1A and 1B, English 100WB broadens and deepens those abilities to include mastery of the discourse specific to business communications. With an emphasis on critical thinking through scenario-based assignments that utilize both practical and theoretical aspects of organizational communication, English 100WB provides students with opportunities to practice both the oral and the written skills necessary for successful business communications. The course requires a minimum of 8,000 words of writing.

Course Learning Outcomes (CLO)

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

SLO 2: Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse

SLO 3: Organize and develop written assignments and business documents for both professional and general audiences

SLO 4: Organize and develop written assignments and business documents according to appropriate editorial and citation standards

SLO 5: Locate, organize, and synthesize information effectively to accomplish a specific purpose, and to communicate that purpose in writing

Required Texts/Readings

- Canavor, Natalie. *Business Writing Today: A Practical Guide (Second Edition)*. SAGE Publications, 2016. ISBN 978-1-4833-5866-6.

Course Requirements and Assignments

	Assignment	Word Count	Points
	Define Your Generation	300	3
	Audience Exercise	300	3
	Editing Yourself	500	5
	Sentence Rewriting	300	3
	Inbox Exercise	1000	10
	Presentation	1300	10
	News Release	500	5
	Summary of Experience	200	3
	Resume	300	3
	Cover Letters	450	5
	Buffett-style investor letter	1500	15
	Answer for Quora	500	5
	Personal Branding Essay for Medium	1000	15
	Class Participation		15
	TOTAL	8150	100

Extra Credit

Students may earn up to 5 points of extra credit for each additional post on Quora or Medium.

Policy on Late Assignments

Late assignments will not be accepted without the instructor's prior approval.

Determination of Grades

The Department of English reaffirms its commitment to the differential grading scale as defined by the SJSU Catalog (Grades-Letter Grading). Grades issued must represent a full range of student performance: A+/A/A- = excellent; B+/B/B- = above average; C+/C/C- = average; D+/D/D- = below average; F = failure. Within any of the letter grade ranges (e.g. B+/B/B-), the assignment of a + or - grade will reflect stronger (+) or weaker (-) completion of the goals of the assignment.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

Course Schedule

This class meets every Tuesday and Thursday, from Tuesday, June 5, through Thursday, July 5.

Week	Date	Topics, Readings, Assignments, Deadlines
1	6/5/2018	Topic: Goals and Audience Readings: Chapter 2 & 3 (we'll read these in class) Assignments Due: "Define Your Generation" (prompt is exercise III on p. 33), 300 words
1	6/7/2018	Topic: Good Sentences, the Right Words Readings: Chapter 4 Assignments Due: "Audience Exercise" (prompt is exercises III and IV on p. 59), 300 words total
2	6/12/2018	Topic: The Whole Picture Readings: Chapter 5 Assignments Due: "Editing Yourself" (prompt is exercise V on p 82), 500 words
2	6/14/2018	Topic: Email Readings: Chapter 6 Assignments Due: "Sentence Rewriting" (prompt is exercise V on p 109), 300 words
3	6/19/2018	Topic: Presentations, with guest speaker Jack Dougherty of Anheuser-Busch, Gap, Pepsi, GE, and more. Readings: Chapter 13 Assignments Due: "Inbox Exercise" (handout), 1000 words
3	6/21/2018	Topic: Professional Introductions, with guest speaker Rebecca Goldsmith of C-Level Stories (http://www.c-levelstories.com); Journalism & PR Techniques;

Week	Date	Topics, Readings, Assignments, Deadlines
		practice presentations Readings: Chapter 14 Assignments Due: Draft Presentation, 1300 words
4	6/26/2018	Topic: Resumes, Cover Letters, and Networking; workshop News Release Readings: Chapter 7 Assignments Due: News Release (prompt is exercise II on p 349), 500 words
4	6/28/2018	Topic: Writing thank-you messages; workshop Summary of Experience, Resume, Cover Letters; summarizing technical information Readings: Berkshire Hathaway 2017 Annual Report & Snap 2017 Annual Report Assignments Due: Summary of Experience (200 words), Resume (300 words), Cover Letters (3 @ 150 words each)
5	7/3/2018	Topic: Writing for the Web and (Business) Social Media, with guest speaker Jessica Taylor of Keepsafe (getkeepsafe.com). Readings: Chapter 12 Assignments Due: Buffett-style summary letter for Snap
5	7/5/2018	Topic: Workshop Quora and Medium posts; final presentations Assignments Due: Answer for Quora; Personal Branding Essay for Medium; Final Presentation (script and PowerPoint)