

# Written Communication: Business

## ENGL 100WB

Spring 2026 Section 01 In Person 3 Unit(s) 01/22/2026 to 05/11/2026 Modified 01/20/2026

### Contact Information

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Office: FOB 108

#### Office Hours

Tuesday, Thursday, 2:00 PM to 3:00 PM, Faculty Offices Building 108 or on Zoom by appointment

If you are unable to attend regularly scheduled office hours, please email me! We can set up another time to meet on Zoom.

### 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.

*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

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# 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." Any undisclosed use of AI will be treated as an academic integrity violation.

Finally, and I hate that I have to add this, please do not bring AI wearables to class. This includes any pins, rings, glasses, or other items capable of recording audio or video. In our classroom, you have the freedom to ask questions, test out ideas, make mistakes, and engage in the generally messy process of learning a new set of skills. When someone brings a recording device into the classroom, it damages the trust among all class participants that this is an okay place to try new things, even if you aren't always successful at first. For this reason, I will ask you to leave if you bring an AI recording device to class, unless this device is an approved accommodation from the Accessible Education Center.

## Late Work

In professional settings, completing tasks on time is a critical part of developing credibility and competency in your role. In this class, late work is accepted with minor penalties up to five days after the due date, as reflected in our course Canvas. Late work will not be accepted after the assignment has closed on Canvas.

If you have a major life event that disrupts your ability to complete work in this class (e.g., a family emergency, severe illness, etc.), please let me know as soon as possible.

## Attendance

Most class sessions include graded work that helps you gain skills needed for the major assignments, which are completed out of class. I do take attendance in order to accurately award points for in-class work, so I recommend being regularly present and engaged. (As a bonus, getting to know your classmates will make team projects significantly easier!)

## 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 Learning Outcomes (CLOs)

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- 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

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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

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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	
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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
<b>Supporting Activities</b>	
Character Creation	200 XP
Team Challenges	100-300 XP each
<b>Bonus Activities</b>	
Exceptional peer reviews	50 XP
Outstanding team contributions	100 XP
Creative problem-solving	75 XP
Mystery challenges / additional quests	??? XP

## ✓ Grading Information

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### Breakdown

Grade	Range	Notes
A+, A	9,300 – 10,000 XP	
A-	9,000 – 9,299 XP	
B+	8,700 – 8,999 XP	
B	8,300 – 8,699 XP	
B-	8,000 – 8,299 XP	
C+	7,700 – 7,999 XP	
C	7,300 – 7,699 XP	
C-	7,000 – 7,299 XP	

Grade	Range	Notes
D+	6,700 – 6,999 XP	
D	6,300 – 6,699 XP	
D-	6,000 – 6,299 XP	
F	Below 6,000 XP	

## University Policies

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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.