

Written Communication: Business

ENGL 100WB

Spring 2026 Section 52 Fully Online 3 Unit(s) 01/22/2026 to 05/11/2026 Modified 02/02/2026

Contact Information

Instructor: Helen Meservey

Email: helen.meservey@sjsu.edu

Office: FOB 127 and virtual via Zoom

Website: <https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09>
[\(https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09\)](https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09)

Office Hours

Weekly

Wednesday, 11:00 AM to 12:00 PM, Virtual

 [image.png \(https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09\)](https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09)

Got questions about the course? Need further clarification about an assignment? Simply feel like checking in? Feel free to pop into my [Zoom \(https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09\)](https://sjsu.zoom.us/j/82450343981?pwd=dIFWZkRNdCtuc1VhS1VYUUY3UWtLdz09) office just about any Wednesday during the semester (office closed for drop-in Mar. 11 and Apr. 1). You don't need an appointment!

NB: If this hour doesn't suit your schedule, shoot me a note via Canvas Message (Inbox) with your availability, and we'll find a time that works.

Course Information

Course Description

This course focuses on written communications for business majors. Students can expect to write a minimum of 8,000 words spaced throughout the course.

Writing in the Disciplines: Satisfies the CSU Graduation Writing Assessment Requirement (GWAR) if passed with C or better.

PRE-REQUISITE(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 / LLD 100A with C or better; and upper-division standing.

Allowed Declared Majors: Business Administration, Industrial Arts, Industrial Technology, Professional & Technical Writing, Public Relations, Hospitality Management, and Organizational Studies majors. This includes Graduate or post-baccalaureate level.

GRADING: Letter Graded. **NOTE:** Must be passed with C or better to satisfy the CSU Graduation Writing Assessment Requirement (GWAR).

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

[SJSU University Policies](#)

Overview

General Expectations, Rights, and Responsibilities of the Student

As academic community members, students accept the rights and responsibilities incumbent upon all institution members. Students are encouraged to familiarize themselves with SJSU's policies and practices about the procedures to follow if and when questions or concerns about a class arise.

To learn important campus information, view [University Policy S90-5](#) and SJSU's current semester's [Policies and Procedures. \(https://www.sjsu.edu/senate/university-policies/current-policies-chronological-order.php\)](https://www.sjsu.edu/senate/university-policies/current-policies-chronological-order.php)

In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such a conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Add/drop deadlines can be found on the academic year calendar document on the [Academic Calendars webpage \(https://www.sjsu.edu/classes/calendar/\)](https://www.sjsu.edu/classes/calendar/).

Students should be aware of the SJSU Late Drop Policy and current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](#).

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](#) requires students to obtain the instructor's permission to record the course and the following items to be included in the syllabus:

- "Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor's permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material."
- The "green-sheet" is suggested to include the instructor's process for granting permission, whether in writing or orally and for the whole semester or on a class-by-class basis.
- In classes where the active participation of students or guests may be on the recording, the permission of those students or guests should also be obtained.
- "Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor-generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent."

Academic Integrity

Your enrollment at San Jose State University evidences your commitment, as a student, to learning. The [Academic Integrity Policy \(F15-7\) \(https://www.sjsu.edu/senate/docs/F15-7.pdf\)](https://www.sjsu.edu/senate/docs/F15-7.pdf) requires honesty in all your academic coursework.

Faculty members are required to report all infractions to the Office of Student Conduct and Ethical Development. Refer to the [Student Conduct and Ethical Development website](#).

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability or need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours.

The [Presidential Directive](#) requires that students with disabilities requesting accommodations should register with the [Accessible Education Center](#) (AEC).

Accommodation for Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester.

If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that they will be absent. The instructor is responsible for making every reasonable effort to honor the student's request without penalty and for the student to make up the work missed.

See University Policy S14-7. Please refer to [University Policies \(https://www.sjsu.edu/curriculum/courses/syllabus-info.php\)](https://www.sjsu.edu/curriculum/courses/syllabus-info.php) for more information about University Policies and resources.

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)

Course Learning Outcomes

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

(GLO 2) Explain, analyze, develop, and criticize ideas effectively, including ideas encountered in multiple readings and expressed in different forms of discourse.

(GLO 3) Organize and develop essays and documents for both professional and general audiences.

(GLO 4) Organize and develop essays and documents according to appropriate editorial and citation standards.

(GLO 5) Locate, organize, and synthesize information effectively to accomplish a specific purpose and to communicate that purpose in writing.

Course Learning Outcomes

Upon successful completion of this course, you will be able to:

(CLO 1) Create texts and make presentations that are appropriate for a variety of audiences and situations.

(CLO 2) Analyze organizational and rhetorical situations in business communications and employ appropriate strategies for communicating based on audience, purpose, and context.

(CLO 3) Identify and explain genres and written and visual conventions used in business communications.

(CLO 4) Participate in both intra-organizational communications as well as communications with others outside of the organization.

(CLO 5) Explain the role of ethics in business communications.

(CLO 6) Understand the role of collaboration in business communications.

(CLO 7) Use photos, illustrations, and other tools as appropriate in business communication.

(CLO 8) Communicate complex data.

(CLO 9) Understand the basic principles of document layout and design.

(CLO 10) Adapt a text to meet the needs of varying audiences.

Course Materials

Textbooks



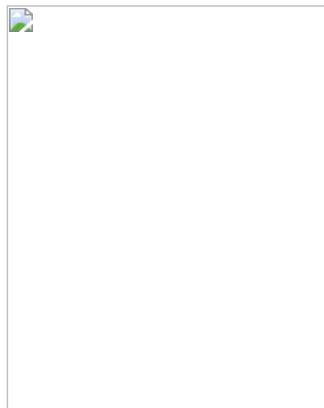
Business and Professional Writing: A Basic Guide by Paul MacRae; Peterborough, Canada. Broadview Press. (2019)

This textbook is required for the completion of this course. It can be purchased with the following ISBN numbers:

ISBN 9781554814718 (for softcover)

ISBN 9781770487062 (for PDF)

ISBN 9781460406625 (for HTML)



Leadership and Self-Deception: Getting Out of the Box by The Arbinger Institute; Oakland, California. Berrett-Koehler Publishers, Inc. (2024)

This textbook is required for the completion of this course. It has the following ISBN number:

ISBN 978-1523006564

Please obtain the book Leadership and Self-Deception from the [Arbinger Group](https://arbinger.com/Landing/LeadershipAndSelfDeception.html) (<https://arbinger.com/Landing/LeadershipAndSelfDeception.html>). We will be reading this book over the next 8 weeks, and I will be hosting a book club through the discussion thread in Canvas.

OTHER COURSE RESOURCES

This course will also utilize Open Educational Resources (OER) accessible documents and other electronic texts, PDFs, and course materials. These materials and text will be available in the course modules, the SJSU Library e-Journal subscriptions, and through the SJSU Library Electronic Course Reserves.

Course Technology



Overview

Minimum Technical Skills Required

The following questions should assist you in assessing the basic skills and capabilities needed to succeed in this course. You should possess basic computer and internet skills.

Basic computer skills include:

- locating files on your computer
- knowing how to save files
- being able to use a word processor program
- being able to send and receive e-mails with attachments.

Basic internet skills include:

- using a web browser,
- using search engines
- uploading and downloading files on a dedicated folder for this class, and use your student Microsoft One Drive to save files for remote access.

If a Computer Skills deficiency is identified, you may want to complete a basic computer applications course before this course. So, whether or not this course was taught as a traditional course, you would be required to have basic computer proficiency.

One should consider using the following strategies once enrolled in an online course:

- Keep an electronic calendar of assignment due dates that sends audible reminders (alarms).
- Establish an email connection with a classmate and obtain his/her feedback on assignments before submitting them for grading.
- Discuss the deficit area with the course instructor early to determine how much of an impact he/she feels it will be, given the course requirements.

Computer and Internet Requirements

Overview

Operating Systems

Windows 7 and newer

Mac OSX 10.6 and newer

Linux - Chrome OS

Mobile Operating Systems

iOS 7 and newer

Android 2.3 and newer

Computer Speed and Processor

1 GB of RAM

2 GHz processor

Internet Speed

Minimum of 512 kbps

Min. Screen Resolution: 1024 x 600

Speakers to listen to Audio

Webcam

Technology Contingency Plan

Overview

Technology challenges can occur at the most inconvenient times—internet outages, power loss, or even the Canvas server being down.

Be prepared to deal with these potential challenges. Technical Issues with Canvas: See the Canvas Help menu

(Please get in touch with your instructor first and explain your situation).

Technical Support Services

Overview

When you seek technical help, be sure to include specific information such as:

- Course, course number of the class(es), the section you are enrolled in
- Instructor Name
- Your information
- Contact phone number
- Preferred Email
- Tower Card number
- Screenshot of the issues you are experiencing
- Other related information
- Type of your device (e.g., Mac, PC, or Mobile)
- Type and version of the browser you are using (e.g., Firefox, Chrome, IE, or Safari)

SJSU IT Help Desk

[IT Help Desk](https://www.sjsu.edu/it/support/service-desk) (<https://www.sjsu.edu/it/support/service-desk>) provides technical help support services to the campus community.

You can always check out the [SJSU Information Technology site](https://www.sjsu.edu/it) (<https://www.sjsu.edu/it>) for more information.

PH: (408) 924-1530

EMAIL: itservicedesk@sjsu.edu

SUBMIT A TICKET: [Open a help ticket](#)

CANVAS HELP: [CFETI Canvas Help page.](https://sjsu.edu/cfeti/software/canvas/student-resources/index.php) (<https://sjsu.edu/cfeti/software/canvas/student-resources/index.php>)

CFETI Help Desk

CFETI implements, administers, and supports the software needed for online teaching and learning, including Canvas and iClickers.

EMAIL: CFETI@sjsu.edu

PH: (408) 924-2337

SUPPORT HOURS: Monday - Sunday: 8:00 a.m. - 7:00 p.m.

ATS and ASCSC Help

Academic Technology Support

(ATS) provides Classroom Support and Media and equipment Checkout. They provide a wide range of audio/visual equipment, computers, and accessories. They also maintain and support all equipment in the university lecture rooms.

The [Associated Students Computer Services Center \(ASCSC\)](#)

(408-924-6263) is a one-hundred-station computer lab located on the upper level of the Student Union and (for a fee) offers computer repairs, printing, laptop rentals, and faxing.

Software Accessibility Policies

External Links:

- [Canvas](#)
- [Microsoft Programs](#)
- [Google](#)
- [YouTube](#)

Privacy Policies

Software:

- [Canvas](#)
- [Microsoft Programs](#)
- [Google](#)
- [YouTube](#)

Student Computer Labs

Computer labs for student use are available on the 1st floor of Clark Hall and in the Associated Students Lab on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college.

Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services in IRC 112. These items include DV and HD digital camcorders; digital still cameras; video, slide, and overhead projectors; DVD, CD, and audiotape players; sound systems, wireless microphones, projection screens, and monitors.

SJSU Software Resources

External Links:

- [Free Software for SJSU students \(Links to an external site.\)](http://its.sjsu.edu/services/software) (<http://its.sjsu.edu/services/software>): Sophos Antivirus Software, Microsoft Windows, Office, Visio, Project, and Wolfram Mathematica.
- [SJSU Academic Building Access \(Links to an external site.\)](http://www.sjsu.edu/buildingaccess) (<http://www.sjsu.edu/buildingaccess>): Academic building access map and hours.

✓ Grading Information

Major assignments and essays are generally evaluated according to rubrics posted with the assignment.

Breakdown

Grade	Range	Notes
A+	97-100	
A	94-96	
A-	90-93	
B+	87-89	
B	84-86	
B-	80-83	
C+	77-79	
C	74-76	
C-	70-73	
D+	67-69	
D	64-66	
D-	60-63	
F	0-59	

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

ENGL 100WB: Written Communication: Business, Section 52

Spring 2026

Schedule subject to change; any updates will be communicated with fair notice in class and via Canvas. Refer to Canvas modules for details on required reading and assignment submission windows. Assignments are detailed in each module.

When	Topic	Notes
Module 1 Weeks 1 and 2		WEEKS 1 and 2 > Complete the Course Orientation Module and Module 1: Introductions, 8C's, and Feedback.
Module 2 Weeks 3 and 4		WEEKS 3 and 4 > Complete Module 2: Professional Biographies - the Elevator Pitch.
Module 3 Weeks 5 and 6		WEEKS 5 and 6 > Complete Module 3: Correspondence and Word Connotation.
Module 4 Weeks 7 and 8		WEEKS 7 and 8 > Complete Module 4: Job Documents - Resumés and Cover Letters.
Module 5 Weeks 9 and 10		WEEKS 9 and 10 > Complete Module 5: Promotional Materials, Part 1.
Spring Break March 30-April 3		Spring Break

When	Topic	Notes
Module 6 Weeks 11 and 12		WEEKS 11 and 12 > Complete Module 6: Promotional Materials, Part 2.
Module 7 Weeks 13 and 14		WEEKS 13 and 14 > Complete Module 7: Formal Reports and Presentations, Part 1.
Module 8: Last one! Weeks 15 and 16		WEEKS 15 and 16 > Complete Module 8: Formal Reports and Presentations, Part 2.