

# Written Communication: Business

## ENGL 100WB

Fall 2025 Sections 10, 52 In Person 3 Unit(s) 08/20/2025 to 12/08/2025 Modified 08/01/2025

### Contact Information

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Office: Faculty Office Building 212

Office hours: Thursday 3 - 4 and by appt.

### Classroom Protocols

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I have one rule: be respectful. This means no texting, no on-line shoe shopping, no unnecessary yawning or otherwise making random, disruptive noises. No arriving fifteen minutes late and interrupting the lecture or discussion to fumble to your seat.

Late work: Assignments cannot be handed in late without prior consent of the instructor; any assignment arriving after the due date is considered late.

AI: AI usage is integrated into the course and is only permitted in the manner stated by the instructor. Writing composed with AI outside of those parameters will receive either a 0 or require revision, which will result in a severely reduced grade.

### 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 Materials

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Required Texts:

10 *Steps to Successful Business Writing*, 2<sup>nd</sup> ed, Appleman, Jack. ISBN: 978-1-947308-30-5

Notebook/binder for notes and papers

Articles found in Files

## Course Requirements and Assignments

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Grades will be determined out of a possible 500 points and will be distributed as follows:

Out of class writing (9 assignments -- 8@20, 1@15) . . . . .	175
In-class quizzes or workshops (5) . . . . .	50
Job related documents (5 – 3@20, 2@10, 1@15) . . . . .	75
Presentation . . . . .	40
Presentation outline and bibliography. . . . .	10
Formal report . . . . .	100
Final exam . . . . .	50

## ✓ Grading Information

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Grading scale: A-F.

A+=100, A= 95, A-=90: Excellent writing that is informative, persuasive, correct

B+=89, B=85, B-=80: Above average writing that is organized, developed, and effective

C+=79, C=75, C-=70: Satisfactory writing that is clear, coherent, and complete

D+=69, D=65, D-=60: Unsatisfactory writing that is unclear, incoherent, and incorrect, difficult to follow

F=50: Writing that is off-topic, late, incomplete

## 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.

## Course Schedule

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Week	Topics, Readings, Assignments, Deadlines
1	8/21  Course overview: syllabus, expectations, success, ice breakers

Week	Topics, Readings, Assignments, Deadlines
2	<p data-bbox="386 359 440 390">8/26</p> <p data-bbox="386 428 693 459">Intro to professional writing</p> <p data-bbox="386 497 643 564">Rhetorical Triangle and TPAM</p> <p data-bbox="386 602 495 634">5 Rs, 4 Cs</p> <p data-bbox="386 672 469 703">Letters</p> <p data-bbox="386 940 440 972">8/28</p> <p data-bbox="386 1010 609 1041">How would AI do it?</p> <p data-bbox="386 1079 1130 1110"><i>How Ivy League Schools are Navigating AI in the Classroom</i> (files)</p> <p data-bbox="386 1148 747 1180"><i>The Odd Over the Obvious</i> (files)</p> <p data-bbox="386 1218 704 1249">Effective/Ineffective writing</p> <p data-bbox="386 1287 571 1318">Step 1, <i>10 Steps</i></p> <p data-bbox="431 1356 685 1388">*AI response assigned</p> <p data-bbox="431 1425 760 1457">*Best student letter assigned</p>

Week	Topics, Readings, Assignments, Deadlines
3	<p data-bbox="386 289 428 321">9/2</p> <p data-bbox="386 359 548 390">E-mails review</p> <p data-bbox="386 428 480 459">AI recap</p> <p data-bbox="386 497 573 529">Step 9, <i>10 Steps</i></p> <ul style="list-style-type: none"> <li data-bbox="427 567 797 598">*in-class assignment, e-mail prep</li> <li data-bbox="427 636 708 667">*Best Student letter DUE</li> <li data-bbox="427 705 630 737">*AI response DUE</li> <li data-bbox="427 774 883 806">*E-mail (without and without AI) assigned</li> </ul> <p data-bbox="386 974 428 1005">9/4</p> <p data-bbox="386 1043 573 1075">Step 2, <i>10 Steps</i></p> <p data-bbox="386 1113 573 1144">Step 4, <i>10 Steps</i></p> <p data-bbox="386 1182 573 1213">Grammar review</p> <ul style="list-style-type: none"> <li data-bbox="427 1251 570 1283">*E-mail DUE</li> <li data-bbox="427 1320 1024 1352">*Informative e-mail (without and without AI) assigned</li> </ul>

Week		Topics, Readings, Assignments, Deadlines
4		<p>9/9</p> <p>Revision</p> <p>Step 3, <i>10 Steps</i></p> <p>*Best student revision assigned</p> <p>9/11</p> <p>Delivering bad news</p> <p>Step 6, <i>10 Steps</i></p> <p>*Bad news e-mail assigned</p> <p>*Best student revision DUE</p> <p>*Informative e-mail DUE</p>
5	9/18	<p>9/16</p> <p>Step 7, <i>10 Steps</i></p> <p>Step 5, <i>10 Steps</i></p> <p>Proposals</p> <p>*Bad news e-mail DUE</p> <p>*Proposal assigned</p> <p>Individual strategies</p> <p>*extra credit opp</p>

Week	Topics, Readings, Assignments, Deadlines
6	<p>9/23</p> <p>Job search</p> <p>Personal plan</p> <ul style="list-style-type: none"> <li>*Personal plan assigned</li> <li>*Proposal DUE</li> </ul> <p>9/25</p> <p>Elevator pitch/One minute commercial</p> <ul style="list-style-type: none"> <li>*Elevator pitch assigned</li> </ul>
7	<p>9/30</p> <p>Resume</p> <p>Cover Letter</p> <p>Career Center website</p> <p>LinkedIn</p> <ul style="list-style-type: none"> <li>*Resume assigned</li> <li>*Cover Letter assigned</li> <li>*LinkedIn page assigned</li> </ul> <p>10/2</p> <p>Resume workshop</p> <ul style="list-style-type: none"> <li>*in-class assignment</li> </ul>

Week	Topics, Readings, Assignments, Deadlines
8	<p data-bbox="386 289 440 321"><b>10/7</b></p> <p data-bbox="386 359 699 390">Elevator pitch presentations</p> <p data-bbox="423 428 651 459">*LinkedIn page DUE</p> <p data-bbox="386 562 440 594"><b>10/9</b></p> <p data-bbox="386 632 524 663">Interviewing</p>
9	<p data-bbox="386 730 456 762"><b>10/14</b></p> <p data-bbox="386 800 558 831">Formal Reports</p> <p data-bbox="386 934 456 966"><b>10/16</b></p> <p data-bbox="386 1003 786 1035">Library research session (hopefully)</p> <p data-bbox="423 1073 659 1104">*in-class assignment</p>
10	<p data-bbox="386 1243 456 1274"><b>10/21</b></p> <p data-bbox="386 1312 667 1344">Annotated bibliographies</p> <p data-bbox="386 1381 621 1413">Formal Reports cont.</p> <p data-bbox="386 1516 456 1547"><b>10/23</b></p> <p data-bbox="386 1585 667 1617">Formal Reports work day</p>



Week	Topics, Readings, Assignments, Deadlines
11	<p data-bbox="386 289 456 321"><b>10/28</b></p> <p data-bbox="386 359 617 390">Giving presentations</p> <ul style="list-style-type: none"> <li data-bbox="418 428 698 459">*Presentations assigned</li> <li data-bbox="418 497 807 529">*Outline and bibliography assigned</li> </ul> <p data-bbox="386 630 456 661"><b>10/30</b></p> <p data-bbox="386 699 586 730">Progress Reports</p> <ul style="list-style-type: none"> <li data-bbox="418 768 725 800">*Progress report assigned</li> </ul>
12	<p data-bbox="386 869 444 900"><b>11/4</b></p> <p data-bbox="386 938 737 970">Presentations, discussion cont.</p> <p data-bbox="386 1008 789 1039">Progress Reports cont. if necessary</p> <p data-bbox="386 1077 521 1108">5 C's review</p> <p data-bbox="386 1146 521 1178">4 R's review</p> <p data-bbox="386 1278 444 1310"><b>11/6</b></p> <p data-bbox="386 1348 646 1379">Presentation workshop</p> <p data-bbox="386 1417 605 1449">Audience feedback</p> <ul style="list-style-type: none"> <li data-bbox="418 1486 660 1518">*in-class assignment</li> <li data-bbox="418 1556 763 1587">*Audience feedback assigned</li> </ul>

Week		Topics, Readings, Assignments, Deadlines
13		<p>11/11</p> <p>VETERANS DAY, NO CLASS</p> <p>11/13</p> <p>Presentations</p> <p>*Progress Reports DUE</p> <p>*ALL presentation outlines and bibliographies DUE</p>
14		<p>11/18</p> <p>Presentations</p> <p>11/20</p> <p>Presentations</p>
15		<p>11/25</p> <p>Presentations</p> <p>Formal report check-in</p> <p>11/27</p> <p>THANKSGIVING HOLIDAY</p>

Week		Topics, Readings, Assignments, Deadlines
16		<p>12/2</p> <p>Formal report workshop</p> <p>*in-class assignment</p> <p>*Audience feedback DUE</p> <p>12/4</p> <p>Class review and prep for final exam</p>
Final Exam		<p>12/16</p> <p>3:15 - 5:15 FINAL EXAM</p> <p>*Formal report DUE</p>

NOTE: Assignments, but not due dates, are subject to change