

Written Communication: Business

ENGL 100WB

Fall 2025 Sections 08, 54, 56 In Person 3 Unit(s) 08/20/2025 to 12/08/2025 Modified 08/25/2025

Contact Information

Professor Kay Liou (he/him)

Contact me through Canvas or via email at kay.liou@sjsu.edu
(<https://sjsu.campusconcourse.com/kay.liou@sjsu.edu>)

Office Hours: Tuesday/Thursdays from 1:30-2:30pm (Zoom link provided in Canvas shell)

You can also make an appointment with me if that time does not work for you.

Course Description and Requisites

Written communications for business majors; includes minimum of 8,000 words of writing spaced throughout the semester.

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

Prerequisite(s): A3 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.

Letter Graded

Classroom Protocols

Course Content

This is a semester-long asynchronous course. Because there are no meeting times, you are expected to manage your own time. The course will be organized into modules, one for each week of the class. Each module will be released at the beginning of each week.

You will be responsible for checking the Canvas course page and SJSU email for updates about this class. If any assignments or readings are not accessible, please let me know.

Netiquette

I expect you to follow proper email etiquette when addressing me. Make sure you have a proper subject line, greeting, message, and ending. Please do not use your personal accounts to contact me. If you send an email to me, I may take up to a day to respond to it, but if it is on the weekend, I may take a bit longer.

Devices

You are required to have an electronic device to access the course materials. You can rent equipment via the [IRC \(https://www.sjsu.edu/it/services/classroom-tech/equipment-loaning/index.php\)](https://www.sjsu.edu/it/services/classroom-tech/equipment-loaning/index.php) and [SJSU Computing Services \(https://library.sjsu.edu/student-computing-services\)](https://library.sjsu.edu/student-computing-services).

Conduct

We are here to learn, and everyone comes from a different background. I ask that you treat everyone with respect, regardless of ethnicity, nationality, age, class, and gender.

Unless specified, artificial intelligence of any sort will not be allowed on the class assignments. More information on academic integrity policy for this course is listed here: [F15-7: University Policy \(https://www.sjsu.edu/studentconduct/docs/SJSU-Academic-Integrity-Policy-F15-7.pdf\)](https://www.sjsu.edu/studentconduct/docs/SJSU-Academic-Integrity-Policy-F15-7.pdf).

Accommodations

If you require any accommodations, please let me know as soon as possible. If you do not, then you may not receive the accommodations you deserve.

Here are some resources that SJSU provides free of charge that may be of interest to you:

- [SJSU Writing Center \(https://www.sjsu.edu/writingcenter/tutoring/index.php\)](https://www.sjsu.edu/writingcenter/tutoring/index.php)
- [Counseling and Psychological Services \(https://www.sjsu.edu/wellness/access-services/counseling/index.php?utm_source=counseling&utm_medium=301&utm_campaign=wellnessrelaunch\)](https://www.sjsu.edu/wellness/access-services/counseling/index.php?utm_source=counseling&utm_medium=301&utm_campaign=wellnessrelaunch)
- [Accessible Education Center \(https://www.sjsu.edu/aec/\)](https://www.sjsu.edu/aec/)
- [Career Center \(https://careercenter.sjsu.edu/\)](https://careercenter.sjsu.edu/)

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)

What you will learn:

- The foundations of business writing at the upper-division level
- How to communicate clearly and concisely using plain and straightforward language
- How to draft, format, and revise different types of documents for different business writing contexts
- How to analyze and understand how to communicate effectively based on the rhetorical context
- How to identify, analyze, and evaluate communication strategies for effectiveness in business settings

Course Materials

You are required to read these two books:

- *Business and Professional Writing: A Basic Guide (Second Edition)* by Paul MacRae
- *Dare to Lead* by Brené Brown

Course Requirements and Assignments

Because writing is a way of turning thoughts into knowledge, the assignments in this class will be designed to help you apply the knowledge from the required readings into business situations where you will create writing for a specific business context. The goal of each assignment is to help you learn about how to craft a message towards a specific business setting.

Here are the names of the major assignments (subject to change):

- Professional Biography
- Correspondence
- Job Documents
- Promotional Materials
- Recommendation Report

You will draft, give feedback to your peers' assignments, and revise your major assignments.

You will also be submitting responses to the readings and to your peers' responses to think deeply about what you have learned, and you will also be submitting smaller assignments designed to help you practice with business writing.

I grade on completion, meaning that if you complete the assignment by following the instructions that I have given, along with any explanations and examples, you will receive credit. This means I do not take off points for grammar or style on the first draft.

You will be receiving feedback from your peers and sometimes me, the instructor, to help you improve your writing, and you will be make changes (or not) in your final draft and explain why you did (or didn't) made those changes to improve your writing on your previous draft. If you do have any questions about feedback, I will be happy to work with you in office hours or by appointment. I don't know what you don't know unless you tell me.

Some things that I do take off points are for late work, for submissions that do not follow the prompt or answer all parts of the prompt, and for revision plans that stipulate revisions for things that you already have in your original submission, among others.

There are some assignments that you simply cannot get credit for if you miss one draft, so if you do need an extension, please let me know.

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.