

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

AI Policy

- Only use AI for grammar corrections (Grammarly)
- Use AI when asked for Assignment 3
- You can use AI to brainstorm ideas for assignments or titles for assignments
- Do not use AI (ChatGPT, Google Gemini, etc.) to write papers
- Turnitin will be used for most assignments

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.

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.

Students will write a minimum of 8000 words, at least 4000 of which must be in revised final draft form.

Course Goals

After successful completion of this course, students should be able to do the following:

- Create texts and make presentations that are appropriate for a variety of business audiences and situations
- Analyze organizational and rhetorical situations in business communications and employ appropriate strategies for communicating based on audience, purpose, and context
- Identify and explain genres and written and visual conventions used in business communications
- Participate in both intra-organizational communication as well as communications with others outside of the organization
- Explain the role of ethics in business communications
- Understand the role of collaboration in business communications
- Use photos, illustrations, and other tools as appropriate in business communication.

Writing Assignment 4: Business Newsletter (concentration group assignment) 15%

- Working in concentration groups formed by me you will create a "Business Department" newsletter for incoming SJSU students in your concentration.
- Each student will write an individual article which will be part of the newsletter.
- You will also need to create an overall design for the online newsletter, using Canva.
- The newsletter should be cohesive and have a clear theme, as well as mini-bios for each writer, a cover page, and a table of contents.
- Topics are up to you but should be relevant to students in your concentration.

All writing assignments will require:

- Rough Draft
- Revised Draft and Peer Review
- Final Draft

Writing Assignment 5: Proposal Presentation at Final (concentration groups) 10%

Homework Assignments - approximately 15%

- These consist of things like reading notes and drafts, and other various assignments that will help you learn and practice the course material.

In-Class Assignments - approximately 15%

- These are a mixture of individual in-class writing and group work.
- These assignments are important. Missing them will affect your grade if you miss class and don't complete them.
- They will also help you with group assignments (2 out of the main 5 assignments in class).
- You can make up 2 of these assignments out of class.

✓ Grading Information

Grading Information/Late Policy:

- You can do 2 "in-class assignments" out of class if you are absent, for full points. After that you only get half the points if you do the assignment out of class.
- You can rewrite one major assignment for a better grade. You must rewrite the assignment within one week of it being graded.

example, a student may write a letter which uses several supporting sources; however, if the audience for that letter has reason to distrust those sources and thus would be not persuaded by them, then the student has not used appropriate support.

T, 2/4 - The Professional Biography - Content, Style, Tone and Format. Discussion "14 LinkedIn Profiles".
Group review of student professional biography examples. Prompt

Homework due by class Th, 2/6:

- Professional Biography Brainstorming

Th, 2/6 - The Professional Biography - Creating the First Draft. Seven C's review. Best Practices for first drafts. Brainstorming to First Draft - assessing content and outlining.

Homework due by class, T, 2/11:

- Professional Biography Rough Draft

T, 2/11 - Editing the Rough Draft. Words/Sentences/Paragraphs/Tone. Condensing for Versions 2 and 3.

Homework due by class, Th, 2/13:

- Revised Draft for Peer Review

Th, 2/13 - Peer Review

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T, 2/18 - Prompt Review & LinkedIn class assignments.

Homework due by class, Th, 2/20:

- Read and take notes, Chapter 12, Canavor.
- Review Career Center Resume Guide.

Th, 2/20 - Resume Presentation/LinkedIn and Job Ad Analysis

9 a.m. and 12 p.m. classes - Resume presentation by Career Center

1:30 and 3 p.m. classes - LinkedIn group activity, Job Ad analysis review and creation.

Homework due by class, T, 2/25:

- Job Ad Analysis assignment

T, 2/25 Resume Presentation/LinkedIn and Job Ad Analysis

9 a.m. and 12 p.m. classes - Resume presentation by Career Center

1:30 and 3 p.m. classes - LinkedIn group activity, Job Ad analysis review and creation.

Homework due by class Th, 2/27:

- Resume Rough Draft

Th, 2/27 - Job Documents editing.

Homework due by class, T, 3/4:

- Job Document Rough Draft (Job Ad Analysis, Cover Letter, Resume)

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T, 3/4 Job Documents in-class editing review

Homework due by class Th, 3/6:

- Job Documents Revised Draft

Th, 3/6 - Job Documents in-class peer review

- Rewriting an Old Message

h, 3/13 - Messages with AI - ChatGPT /Google Gemini Prompt Engineering

homework due by class T, 3/18:

- Create emails using ChatGPT and Google Gemini

W E D N E S D A Y

3/18 - Research and Assessing AI Tools - Looking further.

homework due by class Th, 3/20:

- Completing jobs using AI

at

, 3/20 - Groups meet and share results of AI Research/Organize Presentations

homework due by class T, 3/25: Pro ns

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- No homework due

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Th, 4/24- Presentations of business student newsletter

Homework due by class T, 4/29:

- Proposal Project proposals

T, 4/29 - Proposal project introduction to the assignment/Power Point pointers!

Homework due by class, Th, 5/1:

- Rough draft of proposal presentation

Th, 5/1 - Researching and drafting the proposal. How to research and how to plan.

Homework due by class, T, 5/6:

- Revised draft of proposal presentation

T, 5/6 - Editing Rough Drafts of proposal presentation/Peer Review, presentation

Design Day for slides, proposal presentations/meet with professor

- Finalize proposal presentations/Groups meet with professor

Th, 5/8 -