

**Nashville State Community College
Business, Management and Hospitality
Administrative Professional Technology**

2018 Master Course Syllabus

ADMN 1310 – Business Communications

Course Information:

Course Title: Business Communication
Credits: 3
Class Hours: 3

Course Description:

A study of the principles, practices, and review of grammar and mechanics of various types of effective written and oral business communications. **Prerequisite(s):** [Level 2 placement in English and Reading](#). **Note:** Administrative Professional Technology majors should complete [ADMN 1305](#) before enrolling in ADMN 1310.

Semester Availability: Fall, Spring

Not part of a Tennessee Transfer Pathway

Instructor Information:

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Office Location : Main Campus, Clement Building, Office Suite C-232, Office C
Office Hours:

Required Textbook(s) & Other Materials:

Textbook(s): *Business Communication: A Problem-Solving Approach*. Kathryn Rentz and Paula Lentz, McGraw Hill Education, 2018. ISBN 9781260228618. In addition to the text, this ISBN includes a subscription to CONNECT which is McGraw Hills student mastery website. Students will need access to both a book and Connect.

Students may wish to price the package directly from the McGraw Hill website:
www.mheducation.com/highered.

ISBN: 9781260228618 (this ISBN includes access to

Supplies:

- a storage device (such as a flash drive) to maintain assignments as they are being worked.
- Access to Microsoft Office 2016 on an internet connected computer which is available to students through their *myNSCC* account. All submitted files must be in the form of a Word document so that it can be opened by the instructor. PDF or other file formats are not accepted for grading.

Once enrolled, all students should verify that they have the correct textbook and materials information by consulting the D2L/NS Online shell for the course. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center at 615-353-3721, 615-353-3741, or accesscenter@nsc.edu.

Course Outcomes:

Upon successful completion of this course, students should be able to:

- Explain communication processes in business.
- Explain the importance of team communication in the workplace.
- Define possible barriers to intercultural communication.
- Apply the concepts for writing and proofing letters, memos, emails, business reports, proposals, and oral presentations in the workplace. Format documents to meet style requirements of a work situation.
- Use communication skills appropriate to seeking a job.

Course Competencies:

The following are detailed course competencies intended to support the course outcomes:

- Apply a model of communication to examine the components of an effectively conveyed message.
- Edit business messages using the following writing tools to achieve clarity:
 - The positive voice
 - Include a “you benefit” perspective
 - Inclusive language
 - Clear, concise, and familiar language
 - Formatting tools to provide clarity (bullets, lists, italics, etc.)
 - Parallelism in writing
 - Matching message organization to audience (direct/indirect messages)
 - Short sentences
 - Avoid jargon/slang/ and clichés
 - Formatting tools to provide clarity (bullets, lists, italics, etc.)
- Create and format the following types of business messages according to current professional standards and styles:
 - Routine, goodwill messages
 - Sales/persuasive messages
 - Bad news/negative messages
 - Short business reports
 - Personal resumes
 - Letters of application
 - Interview follow-up messages

- Use communication tools (phone, personal conversation, presentations) to effectively convey messages in a professional setting.
- Use correct English grammar conventions in professional-settings.

The following are general education competencies intended to support the course outcomes:

- Write clear, well-organized documents.
- Locate, evaluate, and use multiple sources of information.
- Prepare and deliver well-organized oral presentations.
- Use critical thinking skills.
- Use and adapt current technologies.
- Appreciate cultural diversity and the influence of history and culture.

Topics to Be Covered:

Students will study a model of communication and apply that model to oral, non-verbal, and written examples of communication common to the business environment.

Prior-Learning Assessment/Credit-by-Exam

NSCC recognizes that some students have a high level of skill related to communicating in a professional setting. Students who feel their skills meet or exceed the stated course outcomes and competencies may apply to take a credit-by-exam test created by the faculty in the APT degree program. Students who achieve a grade of 75 or higher on the exam will receive credit for the class. See the NSCC catalog for additional instructions and explanation of Prior-Learning Assessment. Here is a link: [NSCC Catalog - Prior Learning Assessment](#)

Course Assessments:

The following performance assessments will be used to demonstrate students' understanding, knowledge, and skills:

Exams (3): Exams are taken in a NSCC test center without the aid of notes or texts. Exams contain multiple-choice items, discussion questions, and assignments to produce examples of business communication.

Assignments: Assignments are produced in each course chapter. Generally there is one assignment per chapter.

Chapter Quizzes: This learning activity exposes students to questions similar to the questions that appear on the exams.

CONNECT: Found on the publisher website, CONNECT is an interactive learning tool which allows students multiple modes of learning and experience with Business Communication.

Presentation: Each student will prepare a presentation on a topic assigned by the instructor.

This chart provides the percentage of the course grade contributed by each type of course assessment:

Grading Category	Percentage of Course Grade
Exams (three taken in NSCC test center)	40%
Assignments	20%
CONNECT Items	20%
Grammar Exam	10%
Presentation	10%

Grading Policy:

All exams, the presentation, and assignments will be graded within one week by the instructor. Feedback is given to the appropriate NS Online item. Quizzes and CONNECT are self-grading so students have immediate feedback.

Late Work Policy & Make-up Procedures for Missed Assignments and Work:

To protect the privacy, security, and integrity of students' work, no assignments are accepted via email. All assignments must be submitted to the appropriate assignment box within NS Online. This allows the grade to be attached to the submitted work within the grading system.

Any work which is not submitted is assigned the grade of zero.

The instructor believes all students are engaged and intend to complete all work. At the same time, the instructor understands that you are adults and have the realities of the adult world to deal with. (The boss requires unexpected overtime; the baby has a bad night; your flu shot wasn't as protective as you had hoped; or the computer crashes just as you sit down to do your work.)

To provide some assistance for that unexpected challenge, the course syllabus will detail a number of assessments in each grading policy which will be dropped prior to the calculation of the course grade.

As a last bit of extended grace, students will note that all weeks' assignments (except the last week of class) are due on Saturday at 11:30 p.m. All assignments and quizzes remain open for 48-hours as a grace period and may be completed and submitted without penalty during that window of time. No work is accepted for grading after the grace period has expired. If an assignment or quiz or CONNECT item is missed, simply move on.

Attendance Policy

Students are expected to attend all scheduled classes and laboratories. Absences in a course may affect a student's final grade. The student is responsible for all assigned work in the course regardless of excused or unexcused absences. Tardiness may also affect a student's final grade.

In online courses, attendance is signaled by logging on to the D2L/NS Online shell, participating as prompted (e.g., responding to an instructor's email, posting to a discussion board) and/or completing and submitting assignments. Campus closures do not affect attendance and assignment completion in online courses.

In this online class, attendance is shown by the timely submission of assignments. Assignments not submitted are assigned a grade of zero. If a grade of F is earned, the assigned grade is FA if participation

has not been complete (that is 100% of the week's required activities to be submitted) after the college-published Withdraw date. Lack of 100% participation is considered an absence.

Grading Scale:

Letter Grade	Percentage Range
A	90 - 100
B	80 - 89
C	70 - 79
D	65 - 69
F	Less than 65

FA

According to NSCC policy, an FA is awarded to students who do not officially withdraw from a course and do not attend after the cut-off date provided in the academic calendar. Please refer to the current academic calendar available on the Nashville State web site, looking for the date that indicates it is the "Last Day to Earn F for Attendance (FA)."

Students who stop attending on or before this date receive an FA; students who stop attending after this date receive an F.

For online courses, attendance is defined by submission of assignments (100% of the assignments, quizzes, CONNECT items required in a week). Students who fail a course and whose last assignment is submitted on or before the FA date will earn an FA for the course. Students who fail a course and whose last assignment (100% of the week's required work) is submitted after the FA date will earn an F for the course. An FN is assigned to students who do not submit any assignments.

Simply taking the final exam does not signify attendance/participation as defined in the FA policy. A week's worth of work must be submitted after the withdraw date to show attendance.

FN

An FN is awarded to students who never attended class.

Technology Statement

Nashville State's classes are considered to be web-enhanced. Faculty have an expectation that students will use a computer and the Internet to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells. Computers are available for student use at each campus during campus open hours.

D2L/NS Online and myNSCC

It is students' responsibility to check D2L/NS Online course shells for all enrolled courses and myNSCC, including student email, on a regular basis. These are the official communication channels between the college and students, who are responsible for the information communicated through those channels. D2L/NS Online contains specific course information and myNSCC contains information important for other purposes.

ADA Compliance Statement

Nashville State complies with the Americans with Disabilities Act (ADA). If you require accommodations for any courses in which you are enrolled, contact the Access Center at 615.353.3741 or 615.353.3721, or e-mail accesscenter@nsc.edu. If you are registered with the Access Center and require an alternate format for the textbook and other course materials, please contact the Access Center.

Classroom Misconduct

Nashville State Community College has a zero-tolerance policy for disruptive conduct in the classroom. Students whose behavior disrupts the classroom will be subject to disciplinary measures. Please review the [Nashville State Student Code of Conduct policy](#). Please be aware that children are not allowed in class or to be left unattended on campus.

Academic Misconduct

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. Students are responsible for understanding and abiding by the [Academic Misconduct Policy](#) in the Nashville State Student Code of Conduct. In addition to other possible disciplinary measures that may be applied through regular college procedures as a result of academic dishonesty, the instructor has the authority to assign an "F" or a "zero" for the exercise, paper, or examination, or to assign an "F" for the course. Students may appeal through the appropriate college grade appeal procedures.

The instructor follows the NSCC Student Code of Conduct and assigns a grade of zero to the assignment when there is a instance of a breach of academic integrity.

Academic Early Alert System

Nashville State Community College uses an Early Alert System to let students know of a faculty member's concern in one or more of these academic areas: lack of attendance, lack of classroom participation, late or missing assignments, and/or poor performance on assignments/tests. *Please note that Early Alerts do not affect a student's academic standing. If you receive an Early Alert email, please see your instructor and your academic advisor as soon as possible.

RAVE Emergency Alert System

Emergency events can happen at any time and Nashville State Community College wants to be able notify students if and when they occur. For this reason, all students have been enrolled in the free RAVE alert system. If you have not already done so, please log in at <https://www.getrave.com/login/nsc> to confirm and update your contact information and notification preferences. It is critical that your information be correct so that you will receive any emergency notifications. Your RAVE Username is your NSCC email address. If you've never received an email from RAVE with your password, or if you need to reset your password, select "Forgot your password?" and a new password will be emailed to you. Should the RAVE system indicate "user not found", select Register and create your own RAVE account.

Inclement Weather & Campus Closings

Nashville State will use the RAVE alert system to send a text message to students, staff, and faculty about adjusted hours of operation and/or closings at individual campuses. All students should check the Nashville State web site home page at www.nsc.edu for announcements on campus closures, which may vary from campus to campus. Campus closures will also be announced on local television stations.

Students should use their own best judgment in determining whether to report to campus during inclement weather when classes are not cancelled.

Even when campuses are closed, students are still responsible for completing all assigned work. When classes are cancelled, faculty will post online assignments and any additional instructions in the D2L/NS Online course shell. Check D2L/NS Online for a message from your instructor regarding your online assignment requirements. Faculty have discretion over adjusting deadlines or due date for assignments, but students are responsible for completing all assigned work by the due date established by the instructor.

Class Cancellation Policy

If the class is cancelled, the instructor will notify all students by posting in the D2L/NS Online course, e-mailing through D2L/NS Online, and/or by posting a sign on the classroom door. In the event of class cancellation, students must access D2L/NS Online to complete classwork and the assignment that will be posted in the course D2L site.