

**Nashville State Community College  
Business & Applied Arts Division  
Office Administration**

**Master Course Syllabus**

**This master course syllabus is meant simply as a guide and overview of the course. Each instructor will further clarify their criteria for grading, classroom procedures, attendance, exams and dates, etc. on his/her course syllabus.**

**OAD 1117 Business Communications**

3 Credits

3 Class Hours

A course focusing on the importance of developing good oral and written communication skills. Topics include verbal vs. nonverbal communication, cultural impact on communication, the writing process and techniques, communicating in the professional environment, writing effective correspondence, and formal reports with assignments to help improve writing, listening, nonverbal, and speaking skills. **Prerequisite(s):** INFS 1010 with a grade of "C" or higher. Level 2 placement in English and Reading. **Note:** Office Administration majors should complete OAD 1116 before enrolling in OAD 1117.

Semester Availability: Fall, Spring

Not part of a Tennessee Transfer Pathway

**Instructor Information:**

Name:

Email:

Office Phone:

Office Location:

Office Hours:

**Textbook and Other Materials:**

Textbook: Business Communication Essentials, Bovee/Thill, Seventh Edition, ISBN 9780134088860 (MyBCommLab + hardcopy loose-leaf text).

Reference Materials: This class uses MyBCommLab, an online learning support site which helps students learn and practice business communication principles. Students may purchase MyBCommLab directly at [www.pearsonmylabandmastering.com](http://www.pearsonmylabandmastering.com). *MyBCommLab includes an e-text. The ISBN for this package is: 9780133931136*

Supplies: Internet access and personal computer.

Software: Office 2013 with Word 2013 and PowerPoint 2013. Adobe Acrobat reader.

## Course Outcomes:

Upon successful completion of this course, students will:

- Apply the principles of communication appropriately in written and oral communication in a professional setting.
- Format documents to meet style requirements of a work situation.
- Assess a communication need and produce the appropriate communication documents/forms needed in the situation.
- Use communication skills appropriate to seeking a job.
- Use communication skills in presentations.

## 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:

Module	Chapter/Topic
<b>Module 1</b>	Communication Foundations
Lesson 1	What is communication in the modern professional setting?
Lesson 2	Collaboration, Interpersonal Communication, and Etiquette
<b>Module 2</b>	Business Writing Process
Lesson 3	Planning Messages
Lesson 4	Writing Messages
Lesson 5	Editing Messages
<b>Module 3</b>	
Lesson 6	Crafting Messages for Digital Channels
Lesson 7	Writing Routine and Positive Messages
Lesson 8	Writing Negative Messages
Lesson 9	Writing Persuasive Messages
<b>Module 4</b>	
Lesson 10	Business Presentations
Lesson 11	Careers and Writing Resumes
Lesson 12	Application and Interviewing for Employment

## Course Assessments:

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

**Exams:** There are three major exams. Students will take all tests at a NSCC approved test center without the use of notes or other materials. Each NSCC campus has a test center. Check the college website for details on each.

**Quizzes/Chapter learning assessments:** Students will complete quizzes and learning assessments for each lesson which are designed to help students use the skills related to each week's content. Students may use the quizzes and assignments as a gauge of their readiness for the related exam.

**Assignments:** A writing assignment is attached to each week's chapter/lesson. Examples of the writing assignments include: letters, emails, presentations.

## Grading Policy

Grading Category	Percentage of Course Grade
Exams (three)	45%
Assignments	45%
Quizzes/Chapter learning assessments	10%

## Grading Scale:

Letter Grade Earned	Calculated Course Average
A	90 – 100 %
B	80 -- 89%
C	70 -- 79%
D	65 – 69%
F	Less than 65%

## **Make-up procedures for missed assignments and work.**

To protect the privacy, integrity, and security 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.

For further explanation of make-up procedures, students should reference the syllabus of their particular section instructor.

## **Attendance Policy**

A student is expected to attend all scheduled classes and laboratories. Each instructor will formulate an attendance policy and provide it on the course syllabus. Absences are counted from the first scheduled meeting of the class, and it is the responsibility of each student to know the attendance policy of each instructor in whose class he/she is enrolled. If a student is absent from a class, he/she should give an advanced explanation to the instructor. 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.

Failure to attend class will result in a final course grade of "FA" or "FN" (see explanation below) depending on the individual instructor's course policy.

FA= failure, attendance-related (unofficial withdrawal) Last recorded date of attendance required.

FN= failure, never attended class (unofficial withdrawal)

## **Student Communication Channels**

It is the student's responsibility to check D2L and MyNSCC email on a regular basis. These are the official communication channels between the college and students. Students are responsible for the information communicated through those channels. D2L contains specific course information and MyNSCC contains information important for other purposes.

## **ADA Compliance Statement**

Nashville State complies with the Americans with Disabilities Act. If you wish to request any special accommodations for any courses in which you are enrolled, contact the Student Disabilities Office at 615.353.3721.

## **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 sanctions. Please consult your Student Handbook for more specific details.

The instructor has primary responsibility for control over classroom behavior and maintenance of academic integrity. He/she can order temporary removal or exclusion from the classroom of any student engaged in disruptive conduct or in conduct which violates the general rules and regulations of the College.

Disruptive behavior in the classroom may be defined as, but is not limited to, behavior that obstructs or disrupts the learning environment (e.g., offensive language, harassment of students and professors, repeated outbursts from a student which disrupt the flow of instruction or prevent concentration on the subject taught, failure to cooperate in maintaining classroom decorum, etc.), the continued use of any electronic or other noise or light emitting device which disturbs others (e.g., disturbing noises from beepers, cell phones, palm pilots, lap-top computers, games, etc.).

Please be aware that children are not allowed in class or unattended on campus.

### **Academic Dishonesty (Honor Code)**

Any form of academic dishonesty, cheating, plagiarizing, or other academic misconduct is prohibited. "Plagiarism may result from: (1) failing to cite quotations and borrowed ideas, (2) failing to enclose borrowed language in quotation marks, and (3) failing to put summaries and paraphrases in your own words (A Writer's Reference 331). Academic dishonesty may be defined as, but is not limited to, intentionally trying to deceive by claiming credit for the work of another person, using information from a web page or source without citing the reference, fraudulently using someone else's work on an exam, paper, or assignment, recycling your own work from another course, purchasing papers or materials from another source and presenting them as your own, attempting to obtain exams/materials/assignments in advance of the date of administration by the instructor, impersonating someone else in a testing situation, providing confidential test information to someone else, submitting the same assignment in two different classes without requesting both instructor's permission, allowing someone else to copy or use your work, using someone else's work to complete your own, altering documents, transcripts or grades, and forging a faculty/staff member's signature.

In addition to other possible disciplinary sanctions that may be imposed 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.

### **Inclement Weather Policy**

In the event of an inclement weather event, check the Nashville State web site home page at [www.nsc.edu](http://www.nsc.edu) for announcements on campus closures. Campus closures will also be announced on local television stations (channels 2, 4, 5, and 17).

When classes are cancelled, an online assignment will be posted in NS Online. Check your NS Online email for a message from your instructor regarding your online assignment requirements. Even though classes may be cancelled, some areas, i.e. Testing Center, may be open. However, you should check before commuting to campus.

The Vice President for Academic Affairs and the Director of Security are responsible for cancellation decisions during an inclement weather event for the Nashville State main campus and the Southeast campus. Cookeville, Waverly, and Dickson Campus Directors will make class cancellation decisions based on conditions in their respective areas. Decisions about class cancellations are based on actual conditions, not forecasts. The perspective used for making decisions is that of the college as an employer, not as a K-12 institution. Students should use

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