

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

Master Course Syllabus

ADMN 1310 – Business Communications

The purpose of the syllabus is to tell you how the course is organized, what the expectations are, and how you will be graded. In addition, there is important information about how the college will operate during severe weather and how the college will communicate with you. The syllabus is not a contract. Instead, it is meant to help you succeed in this course. If any of the content changes during the semester, you will be notified.

Course information:

ADMN 1310 - Business Communications

3 Credits

3 Class Hours

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

Course Description:

A study of the principles, practices, and review of grammar and mechanics of various types of effective written and oral business communications.

Instructor Information:

Name:	Karen Kendrick
NSCC Email:	Karen.Kendrick@nsc.edu
Phone or Zoom Link:	615-353-3720 (rolls to my personal cell)
Office Location:	C-232-C
Office Hours:	TBA (by appointment)
Instructor Office Zoom:	https://nsc.edu.zoom.us/my/karenk.office.zoom

Required Textbook(s) & Other Materials:

Textbook(s): Business Communication: A Problem-Solving Approach. Kathryn Rentz and Paula Lentz, McGraw Hill Education, 2021. 2nd edition.

Students have already purchased an e-text copy of this textbook. Loose-leaf copies are available through the NSCC bookstore if a student prefers to work with a hard copy text.

- **ISBN:** 9781260088359 (loose-leaf version)
- **Access Code:** None. Students will use link on course homepage to register with online materials.
- **Reference Materials:** None
- **Supplies:**
 1. A **PC computer** running on a recent operating system (Windows 10 or higher) with Office 2021 365 installed which includes Word, Excel, and PowerPoint.
All NSCC students can download Office 365 to a personal computer (for free) through their myNSCC account/page. No additional software purchase is required.
 2. A computer with a camera and speaker/microphone which supports the taking of tests in HonorLock. A practice exam is available in the course to help you know early whether your computer is HonorLock ready. If your computer does not meet the HonorLock system requirements, you may take the exams in the NSCC test center.
 3. A fast and reliable internet connection.
 4. A flash drive or other storage device to save completed work securely.

Once you have registered for your courses, you should make sure you have the correct textbook and materials for each course. Before courses begin, you can do this by looking up your courses on the [bookstore's website](https://www.bkstr.com/nscstore/shop/textbooks-and-course-materials) (<https://www.bkstr.com/nscstore/shop/textbooks-and-course-materials>) using your A# or by entering your course information. If you are registered with the Access Center and need 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.

Digital Course Materials: These ensure you pay less for your course materials and have easy access through D2L throughout the semester. When you registered for this course, the charge for these materials appeared on your account. If you decide you do not want to purchase the course materials embedded in NS Online, you can opt out of the program **until the end of the second week of classes**. If you opt out, you will be responsible for purchasing the required course materials on your own. For more information, please visit www.nsc.edu/dcm.

Honors Option: Honors credit is not available in this class.

Course Outcomes: At the end of the semester, this is what you should know and/or be able to do:

- 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, or specific skills or knowledge, intended to help you achieve 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/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. Students will use writing strategies specific to business messages, write informational messages, bad news messages, persuasive messages, presentations, and resumes. Interpersonal communication skills in a modern business environment will also be examined.

Course Assessments: We will use the following assessments to demonstrate your understanding, knowledge, and skills:

Assignment Category	Percentage of Grade
Four exams – proctored via Honor Lock	35%
Assignments	25%
Presentation	20%
CONNECT (Text chapters, applications, quizzes)	15%
CONNECT (Grammar Items)	5%

Exams (4) (35% of course grade): Exams are timed. Exams can be taken on the student’s local computer (or in a campus-based lab, if needed.) The proctoring service Honor-Lock will be used so exams can be taken wherever the student is comfortable and has a reliable internet connection. Exams contain multiple-choice items, discussion questions, and the creation of written documents as examples of business communication. The allowed time assumes the student is well-prepared and well-versed in the material and can answer questions in a time-efficient way. Students may not use notes or access study materials during the exam period.

Assignments (Weekly) (25% of course grade): Assignments are produced in each course chapter. Generally, there is one written assignment per chapter. There is also one discussion prompt per chapter. The skills used to prepare the assignments and discussions are the skills needed to answer/work exam items. Assignment boxes use Turn It In Academic Integrity software to give feedback on the originality of the work. Turn It In looks at your submitted file and compares it with files submitted by other students (both at NSCC and nationally). When files are submitted, learners will see the Turn It In similarity score. The rubric for the assignments shows the maximum allowed similarity score. (Since everyone is working the same assignment, the integrity software notes similar words.) Work to create your assignments without reliance on the examples or the problem wording to avoid inadvertent high similarity scores. Since the similarity score is only shown after you turn in a file, the assignments can be turned in numerous times if needed to work on lowering your similarity score. For that reason, the instructor grades assignments within one week of the due date of the assignment. Most assignments and discussions have a related rubric to show how the submission will be assessed.

CONNECT (Weekly) (15% of course grade): CONNECT is an interactive learning tool which allows students to read the text and check their learning. Each chapter includes a SMARTBOOK where students will read the text and answer questions pertaining to the reading. Students will then take a quiz on the chapter and also complete one or more chapter applications.

CONNECT (Grammar) (5% of course grade): The class design assumes that students in this class are already proficient with grammar. To help students practice and review grammar concepts students will complete learning exercises in CONNECT.

Presentation (1) (20% of course grade): Each student will prepare a presentation on a topic assigned by the instructor.

Because the use of video-conferencing and communication is an important skill professionally, the live presentation must be given live via Zoom during presentation times that will be posted in the course.

Twenty percent of the available points are earned by presenting live. The presentation must also be submitted in an assignment box which has Turn It In enabled. A rubric associated with the related assignment box is used to assess the presentation.

Testing Opt-Out Statement

The exams in this class will be taken using HonorLock an online video proctoring service.

For these proctored assessments, students are required to have access to (1) a quiet, private, solitary setting in which to take the assessment, (2) a webcam either internal or external to their computers, (3) a microphone either internal or external to their computer, (4) a computer with admin privileges in order to download the appropriate browser and plug-in to operate the virtual proctor, and (5) a reliable internet connection.

A practice exam will be posted before the first exam to help students assess their computer resources and whether those resources are sufficient for HonorLock.

Should students not have access to the technological requirements listed above, or should they simply prefer to have an in-person proctor, students may opt-out of the virtual proctoring requirement. Opting out of virtual proctoring will require that the student take the assessment in one of the [Nashville State's Testing Centers](#). In this case, the student will be required to schedule the assessment in accordance with Testing Center policies and adhere to all additional Testing Center procedures, protocols, and requirements.

If choosing to opt-out of virtual proctoring, students must complete the Virtual Proctoring Opt-Out Form using the link below at least ONE WEEK prior to the exam.

<https://nextgensso2.com/sp/startSSO.ping?PartnerIdpId=https://id.nsc.edu&SpSessionAuthnAdapterId=nscDF&TargetResource=https%3a%2f%2fdynamicforms.ngwebsolutions.com%2fSubmit%2fStart%2ff2ff913d-aa17-400a-bb72-01569d9c22bb>

Grading Policy:

It is the instructor's intent that all exams, the presentation, and assignments will be graded within one week of the cut-off date by the instructor. Feedback is given by comments and/or rubric written in the associated assignment response box. Quizzes and CONNECT are self-grading so students have immediate feedback.

Grading Scale:

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

FA

If you stop attending class or if you are in an online class and stop submitting assignments, but do not turn in a withdrawal form by the deadline, you are still enrolled in class. You will be given a grade of FA, which means you have failed due to not attending class and not completing your assignments. 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).” If you stop attending your course after this date, you will receive an F.

For online courses, attendance is defined by submission of assignments. 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 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.

In this course, simply taking the final exam does **not** qualify as participating after the FA date. When assessing a student’s performance as an FA grade, the instructor will be looking to see that ALL required items for one lesson/one week were completed after the FA date.

FN

An FN is awarded if you have never attended your course or done any of the work in an online course.

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 and discussions must be submitted to the appropriate assignment or discussion box within NS Online or CONNECT. 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. Assignments, discussions, CONNECT and exam deadlines are firm. 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.) The box here shows the number of grades in each category which are dropped before the course grade is calculated to help students navigate the unexpected.

Grading Category	Number of Lowest Grades Dropped
CONNECT CHAPTER assignments. Most weeks have two to five graded assignments in CONNECT. This category includes the weekly chapter quizzes.	6
CONNECT Grammar items – All grammar items are open on the first day of class.	4
Chapter Assignments. Most weeks you will submit one assignment file or a quiz as that week’s assignment <u>and</u> one discussion prompt.	2
Tests – Any exam/test not taken by the deadline is assigned a grade of zero.	1
Presentation – If the presentation is not turned in, the assigned grade becomes a zero.	0

The idea is that the equivalent of about one week of work is dropped. If you complete all required items, the course grade software looks for the lowest items in each grading category as shown below. If a student misses work, the zero recorded for that week becomes a dropped item up to the number of lowest grades dropped.

Watch exam due dates as they are firm. One exam will be dropped.

If you inadvertently miss a discussion or a chapter assignment, go ahead and work it and hold onto the file. If your calculated course grade is lower than a “C” (calculated grade is a grade of D or F), your instructor will allow you to submit the work at the end of the semester for consideration. However, the grade cannot be improved beyond a C so watch the schedule carefully.

Attendance Policy

In this online course, attendance is shown by timely submission of the required work for each week.

Instructor’s Policy

The attendance policy for this course is:

In this online course, attendance is signaled by logging on to the NS Online course, 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.

For financial aid purposes, **attendance** is measured by participation in the course. Instructors can determine your level of participation in several ways. Some of those ways are:

- continued attendance
- participation in on-ground or virtual class sessions
- participating in D2L as prompted
- responding to an instructor’s email
- posting to a discussion board

- completing and submitting assignments

Technology Statement

- All classes at the College are web enhanced. “Web enhanced” means that components of the course, such as assignments and online discussions, may be located online in the class D2L/NS Online course shell and used in the course, even if the course meets in a classroom on ground.
- You must have access to a computer and an internet connection to complete assignments, engage in online discussions, and access various course materials through D2L/NS Online course shells.
- You may also be required to use free video conferencing platforms (examples: Zoom, Teams, etc.) for course sessions and meetings.
- You will be responsible for appropriate dress while on video. This means that you are expected to dress as if you were in a classroom.
- You will be responsible for a distraction free environment while on video. This means that the professor and others in the course should not be able to hear noise in your home, such as cell phones, TVs, or barking dogs. The best way to do this is to keep yourself on “mute” until you need to speak.
- You will be responsible for making sure your background is neutral. Keep in mind that students and professors come from all around the world, and you are all a part of our community. Therefore, please avoid having images in your background that may be offensive to your classmates.
- Certain publisher materials, such as textbook figures, may not work on cellphones and may require a laptop or a tablet.
- If you have questions or concerns regarding access to a computer or internet resources, please contact your instructor. Additional information is available on the [access to internet and technology website](#).

Computer Labs

Computers are available for all Nashville State students to use at each campus during open hours. Open computer lab availability may vary from campus to campus.

You should check the NSCC website for current hours of operation.

D2L/NS Online and myNSCC

It is your responsibility to check your email in **both** D2L/NS Online course shells and your @my.nsc.edu (student email) on a regular basis. These are the official communication channels between the college and you. You are responsible for the information communicated through these email channels. D2L/NS Online emails contain specific course information and @my.nsc.edu emails contain important information from college offices, such as Financial Aid.

ADA Compliance Statement

If you need accommodations due to a disability, please do not hesitate to reach out to our Access Center. Disabilities for which you can receive accommodations include documented physical, emotional, and/or learning conditions. Nashville State is committed to supporting your success, and we encourage

you to get assistance if needed. 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.

Classroom Misconduct

Disruptive conduct is not allowed in the classroom. Disruptive conduct is any behavior that prevents students from learning and interferes with the ability of the instructor to teach. Embedding respect and empathy in all student-to-student and student-to-instructor interactions helps avoid classroom misconduct. 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

You have started this academic journey to prepare for a future career. Because of this, it is important that you learn the materials being presented in your courses. For this reason, cheating, in any form, robs you of your opportunity to learn and master the material that will enable you to succeed in that future career. Nashville State has a clear [Academic Misconduct Policy](#) that you are expected to follow. In addition, your instructors will clarify what Academic Misconduct looks like and the consequences for violations in each course that you take. The instructor has the authority to assign an “F” or a “zero” for such violations or for the semester grade.

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

Assignments which are submitted to a course assignment drop box are automatically assessed by Turn It In software for similarities to other work found throughout the internet. Work carefully and source completely on work submitted for grading to avoid any hint of academic misconduct. Students will receive a “Similarity Score” available soon after an assignment has been submitted. As a general rule, if your similarity score is higher than 15%, look at your submission and consider whether it is the best representation of YOUR work. Turn It In is used to support student self-awareness. Use it to your advantage.

Academic Early Alert System

If you are not doing well in your course, your instructor may send you an Early Alert through your @my.nsc.edu email. This email will go to your academic advisor and Student Success advisor, as well. If you get an Early Alert, contact your instructor immediately. Instructors send these when they want to help you figure out how to get extra support to pass the course. An Early Alert does not mean that you have already failed the course. Rather, it means you are in danger of failing the course if you do not change your learning strategy. Please use an Early Alert to your advantage and as an opportunity to improve your grade.

RAVE Emergency Alert System

You can log in to this free alert system to receive text messages about emergencies related to NSCC campuses: <https://www.getrave.com/login/nsc>. The instructions for this are listed below.

- 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.

Student Wellness

Your well-being is important to us. With this in mind, the college has several resources available to provide support when needed:

- [Free tutoring](#) provides assistance beyond the classroom to help you make the most of your college education.
- [These resources](#) include NSCC email, scheduling, online courses, textbooks, tech check out and support, computer labs on campuses, academic advising, financial advising, COVID-19 information and procedures on campuses.
- [Services](#) that help with bus passes, food, childcare, textbooks, housing, financial counseling, personal counseling, suicide prevention, health insurance.

Equity Statement

Nashville State Community College strives to ensure that each student receives what that student needs to be successful, with goals of success beyond the classroom. We understand and practice ideals of equity and inclusion for our students by embracing a full spectrum of experiences, viewpoints, and intellectual approaches in order to overcome barriers to success.

Inclement Weather & Campus Closings

You get notices about campus closings in these places: text messages from RAVE and www.nsc.edu. Even when campuses are closed, you are still responsible for completing all assigned work. Check D2L/NS Online for a message from your instructor so you do not miss important assignments and due dates, which may change due to the campus closure.

Class Cancellation Policy

Our instructors post messages about cancelling classes in the D2L/NSOnline course shells and/or on the classroom door on campus. These messages can be found in the News and Content section or the Email tab in the online shell. Please check these to be sure that you take advantage of opportunities for learning and points toward your grade.