

**NEOSHO COUNTY COMMUNITY COLLEGE  
MASTER COURSE SYLLABUS**

**COURSE IDENTIFICATION**

Course Code/Number: BUSI 118

Course Title: Business Communication

Division:  Applied Science (AS)  Liberal Arts (LA)  Workforce Development (WD)  
 Health Care (HC)  Lifetime Learning (LL)  Nursing  Developmental

Credit Hour(s): Three (3)

Effective Date: Fall 2013

Assessment Goal Per Outcome: 70%

**COURSE DESCRIPTION**

This course emphasizes those basic principles in communication, which are particularly applicable in business and industry. Effective business letters and reports are constructed with stress on mechanics, organized thinking, and practical psychology.

**MINIMUM REQUIREMENTS/PREREQUISITES AND/OR COREQUISITES**

Keyboarding proficiency

**TEXTS**

The official list of textbooks and materials for this course is found on *myNeosho*.

<http://www.neosho.edu/ProspectiveStudents/Registration/CourseSyllabi.aspx>

**GENERAL EDUCATION OUTCOMES**

1. Practice Responsible Citizenship through:
  - identifying rights and responsibilities of citizenship,
  - identifying how human values and perceptions affect and are affected by social diversity,
  - identifying and interpreting artistic expression.

2. Live a healthy lifestyle (physical, intellectual, social) through:
  - listing factors associated with a healthy lifestyle and lifetime fitness,
  - identifying the importance of lifetime learning,
  - demonstrating self-discipline, respect for others, and the ability to work collaboratively as a team.
3. Communicate effectively through:
  - developing effective written communication skills,
  - developing effective oral communication and listening skills.
4. Think analytically through:
  - utilizing quantitative information in problem solving,
  - utilizing the principles of systematic inquiry,
  - utilizing various information resources including technology for research and data collection.

### **COURSE OUTCOMES/COMPETENCIES (as Required)**

At the end of this course, students should be able to:

#### **Outcome 1 – Describe the role of business communication.**

##### **Competencies:**

1. Explain why business communication is important to individuals and organizations.
2. List and explain the goals of business communication.
3. Describe the patterns of business communication.
4. Explain the communication process.
5. Identify communication barriers and describe ways to remove them.

#### **Outcome 2 – Explain how to communicate effectively within a diverse workplace**

##### **Competencies:**

1. Explain why creating a multicultural workforce and communicating effectively with diverse cultures are important for businesses.
2. Describe core dimensions of culture in the workplace and how a multicultural environment affects communication.
3. Explain basic guidelines for communicating in a multicultural environment.
4. Describe challenges and key strategies for multinational and global business communication.
5. Describe guidelines for working with an interpreter or translator to overcome language barriers.

#### **Outcome 3 – Compose effective print and electronic messages**

##### **Competencies:**

1. Identify the advantages and disadvantages of written messages.
2. Use a three-step process to develop effective business messages.
3. Describe how to determine the vocabulary level of business messages.
4. Explain how to develop effective e-mail and web pages.

#### **Outcome 4 – List the attributes of well-written goodwill messages.**

##### **Competencies:**

1. Describe goodwill messages.
2. Compose the six common types of goodwill messages.
3. Describe the criteria for selecting the style for a goodwill message.

#### **Outcome 5 – Prepare business proposals, business plans and special reports**

##### **Competencies:**

1. Identify the different type of proposals.
2. Write formal and informal proposals.
3. Draft a business plan.
4. Report the proceedings of a meeting effectively through the use of minutes.
5. Develop clear policy statements.
6. Write an effective news release.
7. Prepare a constructive performance appraisal.

#### **Outcome 6 – Demonstrate knowledge of interpersonal skills and effective teamwork**

##### **Competencies:**

1. Identify the components of interpersonal communication.
2. Enhance your ability to build positive relationships.
3. Give criticism effectively and receive it appropriately.
4. Describe techniques for resolving conflicts.
5. Develop the skills associated with leading and participating in teams.
6. Describe the features of, and process used by, a writing team.

#### **Outcome 7 – Distinguish between effective and ineffective listening.**

##### **Competencies:**

1. Distinguish between hearing and listening.
2. Describe the four elements of the listening process.
3. List the guidelines for effective listening.
4. Describe barriers to effective listening.
5. Describe the advantages of effective listening.

## **Outcome 8 – Use standard business English.**

### **Competencies:**

1. Identify parts of speech.
2. Construct grammatically correct sentences.
3. Punctuate appropriately.
4. Apply acceptable writing styles.
5. Recognize correct word usage.

## **MINIMUM COURSE CONTENT**

The following topics must be included in this course. Additional topics may also be included.

- I. Communication Fundamentals
  - A. Business Communication Fundamentals
  - B. Workplace Diversity
  - C. Technological, Legal and Ethical Considerations
- II. Effective Communication Development
  - A. Principles of Business Communication
  - B. Print and Electronic Messages
- III. Correspondence Applications
  - A. Positive and Neutral Messages
  - B. Goodwill Messages
  - C. Negative Messages
  - D. Persuasive Messages
- IV. Written Report Applications
  - A. Business Research and Report Writing
  - B. Proposals, Business Plans and Special Reports
  - C. Visual Aids
  - D. Interpersonal Communication and Teamwork
- V. Oral and Nonverbal Communication
  - A. Listening and Nonverbal Messages
  - B. Oral Communication Essentials
- VI. Employment Communication
  - A. The Job Search and Resume
  - B. Employment Communication and Interviewing

## **STUDENT REQUIREMENTS AND METHOD OF EVALUATION**

### **INSTRUCTIONAL METHODS**

1. Chapter introduction and discussion
2. Assignment of end-of-chapter activities
3. Threaded discussions with on-line guest speaker

#### 4. Collaborative project(s)

### **STUDENT REQUIREMENTS**

Student requirements will consist primarily of chapter readings, end-of-chapter exercises, and meaningful and relevant responses to threaded discussions. Assignments are to be completed independently and will be graded on both accuracy and completeness. All work must be turned in by the due date.

Three objective examinations will be administered throughout the semester. Exams will typically be posted on Monday mornings. If an exam must be missed, the instructor must be notified in advance so that arrangements can be made for a make-up test.

### **GRADING SCALE**

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = Less than 60%

### **ASSESSMENT OF STUDENT GAIN**

The purpose of assessing student learning at Neosho County Community College is to ensure the educational purposes of the institution are met and appropriate changes are made in program development and classroom instruction to allow for student success. The instructor(s) of this course will determine the methods of assessment most appropriate and complete an assessment report at the end of the course.

Pre-assessment ideally begins during the advisement and enrollment process prior to the beginning of the course where the advisor and student determine through the interview process the level of placement for the student. During the period of the first two weeks of a normal semester, each student will be observed and/or interviewed and initial papers produced will be examined to determine needed competency development throughout the course. Post-assessment to determine gain in competency will be measured at the end of each unit of study.

### **Attendance Policy**

1. NCCC values interactive learning which promotes student engagement in the learning process. To be actively engaged, the student must be present in the learning environment.
2. Unless students are participating in a school activity or are excused by the instructor, they are expected to attend class. If a student's absences exceed one-eighth of the total course duration,

(which equates to one hundred (100) minutes per credit hour in a face-to-face class) the instructor has the right, but is not required, to withdraw a student from the course. Once the student has been dropped for excessive absences, the registrar's office will send a letter to the student, stating that he or she has been dropped. A student may petition the chief academic officer for reinstatement by submitting a letter stating valid reasons for the absences within one week of the registrar's notification. If the student is reinstated into the class, the instructor and the registrar will be notified. Please refer to the Student Handbook/Academic Policies for more information

3. Absences that occur due to students participating in official college activities are excused except in those cases where outside bodies, such as the State Board of Nursing, have requirements for minimum class minutes for each student. Students who are excused will be given reasonable opportunity to make up any missed work or receive substitute assignments from the instructor and should not be penalized for the absence. Proper procedure should be followed in notifying faculty in advance of the student's planned participation in the event. Ultimately it is the student's responsibility to notify the instructor in advance of the planned absence.

## **ACADEMIC INTEGRITY**

NCCC expects every student to demonstrate ethical behavior with regard to academic pursuits. Academic integrity in coursework is a specific requirement. Definitions, examples, and possible consequences for violations of Academic Integrity, as well as the appeals process, can be found in the College Catalog, Student Handbook, and/or Code of Student Conduct and Discipline.

## **ELECTRONIC DEVICE POLICY**

Student cell phones and other personal electronic devices not being used for class activities must not be accessed during class times unless the instructor chooses to waive this policy.

## **NOTE**

Information and statements in this document are subject to change at the discretion of NCCC. Students will be notified of changes and where to find the most current approved documents.

## **ACCOMMODATIONS**

If you are a student with a disability who may need accommodation(s), in compliance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA) of 1990, please notify the Dean of Student Services in the Student Services Office, Sanders Hall, 620-432-0304, on the Chanutte Campus, or the Dean for the Ottawa and Online Campuses, 785-248-2798, on the Ottawa Campus as soon as possible. You will need to bring your documentation for review in order to determine reasonable accommodations, and then we can assist you in arranging any necessary accommodations.

## **NON-DISCRIMINATION POLICY**

The following link provides information related to the non-discrimination policy of NCCC, including persons with disabilities. Students are urged to review this policy.

<http://www.neosho.edu/Departments/NonDiscrimination.aspx>

## **SEXUAL MISCONDUCT POLICY (TITLE IX)**

At NCCC, it is the responsibility of an instructor to help create a safe learning environment in the classroom, including both physical and virtual classrooms. All instructors are considered mandatory reporters at NCCC, therefore any information regarding sexual misconduct that is shared by a student in one-on-one meetings with the instructor must be reported to appropriate personnel at the College. Instructors will keep the information private to the greatest extent possible, but it is not confidential. Generally, climate surveys, classroom writing assignments or discussions, human subjects research, or events such as Take Back the Night events do not provide notice that must be reported to the Coordinator by employees, unless the reporting party clearly indicates that they wish a report to be made.

The following link provides information related to the sexual misconduct policy of NCCC, including resources, reporting options, and student rights. Students are urged to review this policy.

<http://www.neosho.edu/TitleIX.aspx>

## **COURSE NOTES**

### **VOCATIONAL/CAREER COURSE DOCUMENTATION**

This course is one course from the approved program in Vocational Business/Office and Information Systems. It is taken by those who wish to further develop office management skills and by those who seek positions in the administrative office field.

### **ADVISORY COUNCIL INVOLVEMENT**

The Business/Office and Information Systems program maintains a Board of Reference for this vocational component. The coordinator communicates with the Board on a regular basis concerning issues or problems that occur and meets with the group one or two times each year.