North Central State College
MASTER SYLLABUS
2019-2020

A. Academic Division: Business, Industry and Technology

B. Discipline: Business

C. Course Number and Title: BUSM1170 Business Communications

D. Course Coordinator: Lynn Jones
     Assistant Dean: Toni Johnson, PhD

   Instructor Information:
   - Name: Click here to enter text.
   - Office Location: Click here to enter text.
   - Office Hours: Click here to enter text.
   - Phone Number: Click here to enter text.
   - E-Mail Address   Click here to enter text.

E. Credit Hours: 3

F. Prerequisites: ENGL1010

G. Syllabus Effective Date: Fall, 2019

H. Textbook(s) Title:

   Business Communication for Success
   - Authors: McLean
   - Copyright Year: 2016
   - Edition: v2.0
   - ISBN: 9781453374191

I. Workbook(s) and/or Lab Manual: None

J. Course Description: This course introduces foundational business communication principles and practices. Students will learn to analyze different communication situations; to plan and design oral and written communications; to communicate effectively using appropriate formats, styles, and technologies; and to apply critical thinking and problem-solving skills in order to achieve desired communication objectives. (OBU005, tentative)

K. College-Wide Learning Outcomes:

College-Wide Learning Outcome	Assessments - - How it is met & When it is met
Communication – Written	Written Communication VALUE Rubric
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	
Quantitative Literacy	

L.   Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Analyze communication situations and select and use appropriate audience-focused approaches for professional business communication.	Daily homework and projects – entire semester
2. Plan, draft, revise, and proofread written work - individually or collaboratively - consistent with professional business standards.	Daily homework and projects – entire semester
3. Write executive summaries.	Daily Homework and projects - Weeks 3-5
4. Design and present oral communication - individually or collaboratively - consistent with professional business standards.	Presentations – weeks 5-6 and 12-13
5. Select or create and use appropriate graphics consistent with professional business standards.	Presentations – weeks 5-6 and 12-13 Projects – entire semester
6. Use digital technology to achieve communication objectives.	Presentations – weeks 6 and 13 Projects – entire semester
7. Write various business correspondences, including internal and external to the business organization.	Daily homework and projects – entire semester
8. Conduct, analyze, and report results of business research (including use of proper citation, as required).	Daily homework – week 3-5 Projects – entire semester
9. Develop communication appropriate to the job search.	Job search packet – week 14-15

M.   Topical Timeline (Subject to Change):

1. Overview, purpose and principles of business communication- Week 1
2. Using proper etiquette – email, phone, online, listening skills – Week 2
3. Planning, organizing, composing, and revising business messages – Weeks 3-5
4. Review of proper punctuation, grammar, tone, and word selection for effective messages- Week 1 and 2 (reviewed entire semester)
5. Conducting and documenting primary and secondary research – Week 6
6. Using technology to research and deliver business messages – Week 5-6 and 12-13
7. Managing various types of messages – good news, bad news, direct request, sales, etc. – Weeks 8-11
8. Designing and delivering effective reports and proposals- Weeks 8-11
9. Designing and delivering business presentations – weeks 5-6 and 12-13
10. Using effective job search skills and preparing resumes- Weeks 14-15

N.   Course Assignments:

Written assignments – daily homework and major projects
Presentations
Job search packet

O.   Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average
77–79	C+	2.33	Average
73–76	C	2.00	Average
70-72	C-	1.67	Below Average
67–69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P.   Grading and Testing Guidelines:

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Q.   Examination Policy:

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R.   Class Attendance and Homework Make-Up Policy:

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S.   Classroom Expectations:

Click here to enter text.

T.   College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf) located at https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf

The information can also be found Choose an item.